

LIB 820867
OCT 11 1895
SMITHSONIAN INSTITUTION

Smithsonian Institution
(4)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, OCTOBER 9, 1895.

No. 15.

Street Car—

...Advertising



.....THAT'S ALL.....

CARLETON & KISSAM.

Y0802

PRINTERS' INK.



It's the Country People

Who have the ready money. The immense crops are putting large sums into their pockets.

They can't help being rich the coming year.

How to reach them will puzzle many a man.

There is but one practical and satisfactory method—through the columns of the local paper. That talks to them directly and effectively.



There are 1,450 local weeklies comprising the Atlantic Coast Lists.

A million families reached weekly.

One order, one electrotpe does the business. Catalogue and estimate for the asking.



ATLANTIC COAST LISTS,

134 LEONARD STREET,

NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1860.

Vol. XIII.

NEW YORK, OCTOBER 9, 1895.

No. 15.

HOW A SPORTING MAN READS THE NEWSPAPERS.

By "Pat" Sheedy.*

My first thought in connection with the subject of reading the daily newspapers is, that the sporting reporters prepare the most truthful articles. I have seen more honesty and manhood displayed by sporting reporters than by any other class of journalists. Only a short time ago two New York sporting reporters—Bronson and Bowers—were ruled off the Monmouth Park race track simply on account of their independent reports of the events that were taking place there. Their criticism was that the horses were not being run on the level, and they told the truth. The managers of the track could not call them down.

The same remark holds good with regard to the reports of prize fights. I have seen so much life of that kind that I am able to judge. Of course, there is a difference among honest men. No two men will probably see the same event in exactly the same way. But it is one hundred to one that a prize fight is reported correctly in the newspapers. The accounts may vary a little, but not in the important features. I consider John B. McCormack as the head and front of all the sporting writers.

Among the weekly sporting journals I do not think much of the *New York Clipper* for this reason: years ago it used to take upon itself to decide points on questions arising in sporting life. I could show a hundred cases where they have decided the points both ways. There is only one way to decide a point: leave it to any genuine sporting man, not sporting "pin-heads," but men that will back up their decisions with money. If they are in the wrong they will thus give you a chance to get even. A man like Al. Smith, when he decides a point,

will bet a thousand dollars that he has decided it right or he won't decide it. No real sporting man will decide a point unless he is willing to back up his decision with money. If he will not bet on it he is not fit to render a decision.

For a paper that treats about horses and horse news, *Wilkes' Spirit of the Times* is an excellent weekly journal. All such papers are very useful to persons who breed horses; they contain a lot of valuable information.

The racing information in the daily newspapers is a marvel of completeness. It is so systematized and condensed that you can find the records of the horses without any trouble. They have got that department down to such a fine point that I do not believe in two hundred years from now it will be any better. I can pick up a daily paper and find out instantly the performances of a horse that is going to run to-morrow. In my opinion, this is beyond any other feature of newspaper work.

I read three papers every day, the *Herald*, *World* and *Sun*. In the first two, at the outset, I look at the news summaries for a general idea of the contents of the paper. Although the *Sun* has no regular column of this kind, I can find the news there quicker than I can in the journals that have the summaries. I suppose it is because I am used to the paper.

One thing I read with a great deal of relish in the *Sunday Herald* is the sermons on the editorial page. I have read those sermons for years. They are discourses that don't bore you to death. The man who writes them is a smart fellow and has good, sound sense. Whoever he is, he has a great admirer in me. I think it would be a good thing if ministers could extract some of the meat from those sermons and serve it up to their hearers.

I do not make a practice of reading the sensational features of the newspapers—the divorces and the murders.

*Interview with Geo. J. Manson.

An important case like the Hannigan case I read through. [The case of a brother killing the betrayer of his sister who had died under a criminal operation.] I can understand how the wrong done his sister dwelt on his mind constantly since her death—the one thing that he was forever thinking about—and how he was led to kill her seducer. But I do not approve of his action. I do not think it is right to kill unless to save life.

It seems to me that most of the advertisements I see in the daily papers are founded on the "bunco" idea. You see an advertisement for a partner. "Sure Success!" Returns Enormous!" That's about as sensible as thinking you can buy twenty-dollar gold pieces for \$8. Look out for those fellows who want partners, and who tell you that you can make \$20,000 sure. "Hungry Joe" never played a slicker game than they do. The quack doctors are another set of humbug advertisers.

I read the personal ads for the novelty of the thing. The sentimental ones where the intention is honorable, and where matrimony comes in at the end, make one smile; they almost make one tired.

But there is no question about the value of advertising in the daily papers, if you can insert an advertisement in such a way that it will be read. The frauds and humbugs must find it pay them, because they are advertising constantly. There is no reason why honest men should not reap the benefit of the same publicity. I once got in a controversy on this subject with John L. Sullivan, whom I was managing. Charles A. Dana, of the *Sun*, wrote a two-column editorial on the remarks I made. Sullivan said I paid too much attention to the newspapers. I told him, as his manager, I wanted to get him into the newspapers as often as I could. I told him the newspapers made him. Nobody knew who he was before the newspapers mentioned him. I said I would rather have two lines of local mention in a daily paper than a thousand dollars' worth of wall paper with his picture on it. Who looks on the walls? Every one reads the newspapers. How many people read the theatrical announcements? All theater-goers read the criticisms and the notices of the new plays. Those notices, not the advertising, decide whether the play is to be successful or

not. But for general business I suppose the only way to be successful is to advertise. That is the great secret of business success. It is true that I have my own shoemaker and my own tailor and do not patronize such advertisers, but I am not the general public.

There was an actor friend of mine who, some time ago, rented the Academy of Music for the purpose of presenting a new play. At my suggestion, at the very outset, he inserted an advertisement in the daily papers that cost him, for one time, \$2,300. I told him it would pay him. Afterward he told me I was right. I said: "That is what the people want; you wake them up. If you had inserted a small, ordinary advertisement they would not have known you lived in the world." He admitted to me that the investment had paid him.

I think the Sunday papers are too big. That is from my standpoint; but, if I were a newspaper man, I would not consider that they were big enough. But, among most readers, 75 per cent of the Sunday newspaper is thrown away and 25 per cent is read. They make them big to crowd in the huge advertisements, but who reads those advertisements on Sunday? That is the part of the paper I promptly throw at the foot of the bed.

I end as I began, by saying that the sporting writers do their work more thoroughly than any other class of newspaper men. That is because they are more practical men. Of course there are brighter and more scholarly journalists, but the sporting writers have a natural brightness and ability which comes from associating with men of the world. They get a sort of worldly education. I recall one clear-headed, bright writer of this sort who was once connected with the *Sun*, who afterward became a starter in Washington, and who is now associate judge on one of the leading tracks. From my world, it seems to me that the sporting editors have more sense than the average newspaper man. I have been interviewed by young fellows who have come from college, and who looked like school boys, and I say, on the level, that half the time I would have to "kid" them. When I was confronted with a sporting writer who knew what he was talking about I would try and give him some information that would be of value to him.

GILLAM ON GOTHAM PAPERS.

What Mr. Gillam said to me in PRINTERS' INK the other day about the great value of large price, but small and choice circulation, has created a small sensation among some of the newspapers in New York. This is the sweeping statement he made:

"I believe a thousand subscribers to the *Post* or *Mail and Express* are worth a great many thousand of sensational circulation. Papers of a small circulation in a large city are usually papers of a large subscription price. Take a penny paper of 10,000 or 20,000 or 30,000 circulation, it has not the advertising value of a two or three-cent paper of very much less circulation."

I took occasion when dining with Mr. Gillam the other night to bring this subject up again, or rather both of us brought it up, and it was pretty thoroughly discussed. He said:

"The point of it all is the process of natural selection. The paper of high price, which is almost certain to be also a paper of high literary grade, sorts out of a community the readers who are willing to pay well for what they regard as a high grade of service. In this case it is newspaper service. Now precisely the same line of reasoning leads them to choose from a store a higher grade of goods, and they are usually able to do so. The readers of a two or three or five-cent paper may yet be of no better quality, no more earnest or better citizens than readers of a one-cent paper, but it is just like traveling on a railroad, the people who ride in a drawing-room car are better able to buy what they want than those who ride in the ordinary coaches. The patronage of twenty people of this class is better for a store like ours than the patronage of several times twenty of the people who stick to the ordinary coaches."

"The other fellows respond more promptly, but if you can get a line of patronage from these parlor car people you may get more money from twenty of them in the course of a year than from a hundred of the other fellows."

Mr. Gillam also spoke of the great value of evening papers for home circulation, saying:

"In New York the women read them more than they do the morning papers. This is not so much so in Philadelphia or Boston. You can say,

as a rule, that the New York business man lives one hour further from his place of business, and he reads his morning paper going in on the train—his evening paper going home at night. In Philadelphia the tremendous service of carriers places the paper in your house by six o'clock in the morning, or earlier; thus a large percentage of Philadelphia people read their papers before going to business, and then leave the paper at home to be read by the rest of the family. The carrier system is practically unknown in New York, and thus it is that a great many of the evening papers are taken home and a great many of the morning papers are taken from home or bought away from home. This, of course, adds a great deal of value to the evening papers as an advertising medium.

"Another reason why a paper like the *Post* has particular value is the fact that the more carefully edited the paper is the more attention is paid to the advertising in it. Take some of the cheap papers and they seem to hunt for advertising with a mud rake. It seems to be only a question with them of getting all the advertising they can get and get paid for, and yet keep within the law. Take the *Post* or the *Mail and Express*; they are practically as careful about their advertising columns as they are about their news columns, and this is a tacit indorsement of their advertising. Really a paper of that character is read for the excellence of its literary contents and its miscellany as well as its news, and it is read carefully and looked all through, and that is why I say that I would not pay extra for position in a paper of that kind.

EXCEPTIONS TO HIS RULE.

"But what I say does not go against all one-cent papers. Take the *Philadelphia Record*. It could be made no better on its line in the days when I was with it. It was earnest, honest, right up to date on its lines; but the purchasing power and the purchasing inclination of a two or three-cent newspaper constituency would unquestionably be better, reader for reader or hundred readers for hundred readers, than the purchasing constituency of any one-cent paper.

"The New York *Press*, for instance, is unusually good on its lines—fully as good as the *Record*. They are perfect papers as far as they claim to go, but that is mainly in the news way. But

the two or three-cent papers go a great deal further in special directions. They charge more and they give more. That is why I say plenty of the readers of a paper like the *Post* are worth to the average advertiser several times the number of readers of most papers of a cheaper grade. There is very little waste timber among their readers. The name of such a paper with its readers is a household word, its doctrines law, its indorsement a guarantee.

BRYANT'S "POST."

"Take the way Bryant built up the *Post*. No matter what part of the paper you turn to you will find something interesting everywhere. Not sensational, wishy-washy matter. You will find that the *Post* reader will look all through his paper, so will the *Tribune* reader, the *Times* reader, and so with the *Mail* and *Express* reader. In a paper like the *Press* you have people who read it over carefully, though they do not come to those deep chunks of literary sirloin. It does not belong to the class of sensational one-cent papers—a paper the same as the *Journal* used to be. The *Journal* isn't so to-day. Joe McLean is making a cracking good paper of it.

ABOUT THE "PRESS."

"It is all a question of editorial management. The spirit and genius of editorial ability is reflected in the paper itself. If the people in charge are high-toned, straightforward, they will make that kind of a paper. That is a truism. Why not? On the lines they follow they couldn't make the *Press* a better paper for money, and those lines are a good, honest, straightforward, lifting paper.

"The *Press* is just as clean and as carefully edited as any two or three-cent paper I know. It spares no reasonable expense on its news department or its editorial, and it edits its advertising columns as carefully as it does its news columns. It is the right kind of a paper to go into any family in New York or Philadelphia, or anywhere else, and it is this going into the families, into the home, the being read by the women, that makes the *Press* valuable to us. I would say that there isn't anything in the line of frothy circulation in the *Press*. The New York *Press* is among the best papers I know."

"How about the *World*?"

"Well, the *World* is a good paper—marvelous circulation, simply marvel-

ous; especially the *Evening World*. If only one out of four of the *World* readers counted, still you would get an amazing circulation."

"What do you think of the *Sun*?"

HIS IDEA OF THE "SUN."

"The *Sun* is the one paper I read. The morning *Sun* is the most virile, the most ably edited, the most forceful paper printed in the English language. Whether you can agree with the *Sun* or not in its opinions or its policy you must admit that it has an editorial page that you cannot read without pleasure and profit if you admire a masterly handling of the English language and a bold, audacious treatment of a passionate subject and the dishing up of things with that crispness and utter absence of the feeling that the sources are fixed, no matter what the sources may be. There is that straightforwardness about it, that pith, that point, which no other paper succeeds in even approaching. I think that is about what the average man of sense believes about the *Sun*. Gosh, that man Dana! He has stamped his character and policy from the press-room to the composing-room; that man Dana shines right through the paper."

"What do you think of it from an advertising point of view?"

"I think the morning *Sun* is a great paper for the men."

"How about the women?"

"The *Evening Sun* reaches a good many women."

"How about the *Herald*?"

"Its foreign news service is simply unapproached."

ADDISON ARCHER.

BOMBAST.

We have frequently had occasion to deplore the use of bombastic ideas and language in advertisements. It is to be sincerely regretted that advertising writers indulge in the use of expressions that are either innocent exaggerations, formulated for effect, or else deliberate misstatements, for the purpose of blinding and deceiving the credulous. The most deplorable use of bombastic language is to be found in our daily press. Each noticeable feat performed is a magnificent triumph of journalism. It is probably from close association with the news-writer that the advertising man has become afflicted with the bombastic habit. Drop it! If you have faith in the article you offer, if you can honestly indorse the price you ask for it, why indulge in hyperbole? It displeases, if not disgusts, the intelligent; it creates a false impression upon the ignorant. The former laughs or sneers at your offer; the latter, building a fictitious hope upon your words, is angered when the article fails to satisfy his ingenuous expectations.—*The Haberdasher*.



The reader is TOUCHED in the
right spot by an advertise-
ment in

The * Sun

You reach the **intelligent,**
reading public through
its columns.



Address,

The Sun

New York.

The Telegram,

RICHMOND, IND.

The Only Morning Paper

Has absorbed the Daily and Weekly INDEPENDENT, making it the leading newspaper in Eastern Indiana.

Daily Telegram

Circulation largest of any paper in Eastern Indiana. Old, reliable, solid, substantial, progressive and modern. It brings returns.

The Weekly Telegram

Has absorbed the Weekly Independent and possesses the largest weekly circulation in the Sixth Congressional District. Is old, reliable, solid, substantial, progressive and modern. It brings returns. Greatest family weekly newspaper in Eastern Indiana.

The Sunday Morning Telegram

The largest Sunday Circulation in the city. Reliable, solid, substantial, progressive and modern. It brings returns. Send for advertising rates. General advertisers cannot afford to stay out of THE TELEGRAM.



PUBLISHED BY

GARVER BROTHERS.



To 28,000 people daily.
**THE DENVER TIMES
 DOES**

To 30,000 people weekly
 through the
DENVER WEEKLY TIMES-SUN.

TWINS

The most vigorous in Western
 Newspaperdom.

Speak

RATES AND INFORMATION FROM

A. FRANK RICHARDSON,

Tribune Building, New York.

Chamber of Commerce Building, Chicago.

“He As Has, Gits!”

The text from which all of my sermons on inks are written is “To him that hath, shall be given.”

The printer that has the cash to pay for his ink shall be given the ink at the cash price, but those who have not the money in hand are compelled to go to my competitors and pay from 50 to 80 per cent more, and for inferior goods, too.

The inks I sell are the very best ever made on this earth.

It isn't a question of capital or honesty with me.

The job printer in the small town can buy from me on the same terms and at the same price that the large city printer can.

My prices are uniform. My terms cash with the order.

I never ship the ink till I have the cash in my fist.

I employ no agents.

I keep no books.

Send for one of my price lists.

ADDRESS

PRINTERS INK JONSON, 8 SPRUCE ST., NEW YORK.

I'M NOT IN IT !

WHY ?

BECAUSE I GET CASH WITH THE ORDER !

Penfield Bros., of Asbury Park, N. J., publishers of *Peterson's Magazine*, *Arthur's Magazine*, the *Daily Press*, and the *Medical and Surgical Reporter*, recently failed, and among the list of creditors I find five dealers in Printing Inks who had been doing business with them, and who will have to whistle for their money :

The Ault & Wiborg Co., of Cincinnati,	.	.	.	\$456.85
The W. D. Wilson P't'g Ink Co., L't'd, of New York,				276.40
F. E. Okie & Co., of Philadelphia,	.	.	.	125.00
J. Harper Bonnell Co., of New York,	.	.	.	28.25
F. H. Levey Co., of New York,	.	.	.	25 00

Total, - - - \$911.50

The cost of labor and postage in sending invoices, monthly statements, and frequent requests for settlements, never appears in a list of creditors, but they amount to a large item, and are added to the cost price of the ink. All these losses must be met by some one, and the printer who is willing to pay double prices to secure credit is the one who is relied upon to fill the gap. My system of securing cash with the order does not procure for me as large sales as some of my competitors make, but I feel happy in knowing that my name will never appear in a creditors' list. Every ounce of my ink is always paid for, before it leaves my establishment. My customers pay for what they order and no more, and are not expected to contribute towards the bad debts contracted by others.

I have no invoices or monthly statements to send. I need no books. I have no agents. I have no risks. If the cash does not accompany the order I hold on to the ink. These are some of the reasons why I can sell the Best Inks in the World at from 50 to 80 per cent lower than my competitors. My inks are guaranteed to be the best that money can buy, and if not found as represented, I buy them back again.

Try me on a small order !

Address (always with check),

PRINTERS INK JONSON, 8 SPRUCE STREET, NEW YORK.

PAPERS THAT PLEASE, PAY.

Prosperous farmers and their families are desirable customers. They are worth talking to. You can reach 165,000 families through FARM NEWS—a paper that pleases and pays.

According to ROWELL—and he knows—there are only 10 monthly papers in all America which have so high a circulation. Can you afford to stay out?

Forms close on the 20th of each month. The rates are right.

FARM NEWS,

SPRINGFIELD, OHIO.

PAPERS THAT PLEASE, PAY.

Womankind.

Every number of WOMANKIND grows better. Every number brings more subscribers, more advertising and better results to advertisers.

Why?

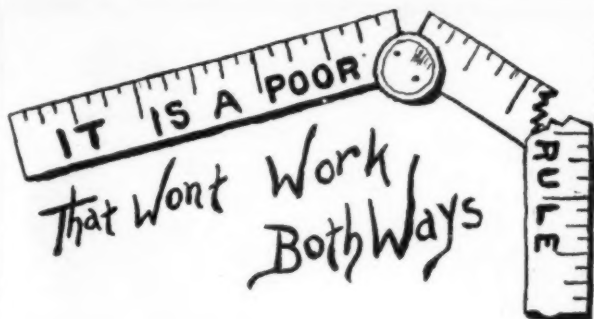
Because it's the kind of a paper the busy housewife and the mother wants. It appeals to people in a peculiar way.

It Pays Advertisers.

The Hosterman Publishing Co.,

SPRINGFIELD, OHIO.

The great Thanksgiving Number will close October 15. Get in it and have reason for thankfulness.



Our rule is to give advertisers the very best service. We can do this because

The Chicago Dispatch

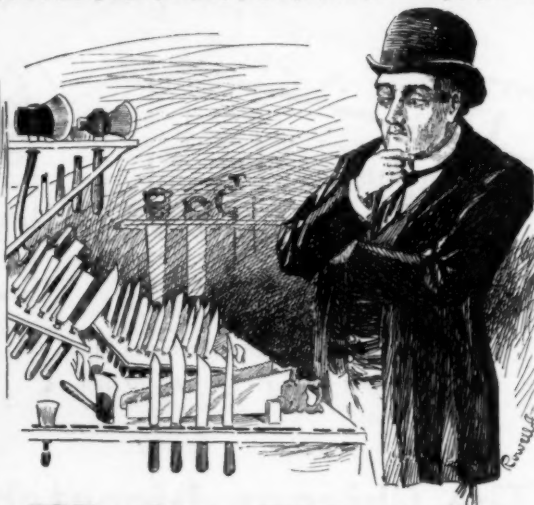
By JOSEPH R. DUNLOP,

is read by all classes of people and it covers its territory in the most thorough manner.

But if you don't want all the people in and about Chicago to read your "ad" don't put it in

..The Chicago Dispatch..

If you do they are bound to see it.



EDGE TOOLS

are good things if you know how to handle them. The sharper they are the better they are—and the more dangerous.

Advertising is the keenest kind of an edge tool. It is all edges to the inexperienced handler.

Get it by the right handle and you can carve your name on the tablets of success.

The right handle is the best advertising agency.

Write to us about it.

THE GEO. P. ROWELL ADVERTISING CO.,
10 Spruce Street, New York.

FRATERNAL AND MISCELLANEOUS SOCIETIES AND ORGANIZATIONS.

These numerous bodies, for convenience, are grouped below in alphabetical order, and following each one is given the number of newspapers in the class, with a complete list of all rated in the American Newspaper Directory for 1895 with a circulation each issue of more than 2,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters.

AMERICAN MECHANICS.

A benevolent order with associations in all parts of the Union. Weekly, 1; semi-monthly, 1; monthly, 4—total, 6.

Weekly.

Pittsburg, Pa.....American, *3,038

Monthly.

Philadelphia, Pa....Am. Mechanics' Advocate, 2,250

ANARCHISTS.

Weekly, 1; bi-weekly, 1; semi-monthly, 1—total, 3.

Weekly.

New York, N. Y....Freiheit, 4,000

ANCIENT ORDER OF FORESTERS.

A beneficiary order with over 100,000 members. Yearly payments to members amount to nearly half a million dollars. Semi-monthly, 1; monthly, 4—total, 5. The only one with over 2,000 circulation is:

Monthly.

Brantford, Ont.....Ancient Forester, *13,925

ANCIENT ORDER UNITED WORKMEN.

A benevolent association with a membership of about 350,000. Claims to be the oldest and strongest. Upon the death of a member his heirs are paid \$2,000. Weekly, 1; semi-monthly, 1; monthly, 24—total, 26.

Weekly.

St. Paul, Minn.....A.O.U.W Guide, *9,460

Monthlies.

Paris, Ill.....Anchor & Shield, *20,000
San Francisco, Cal.Pac. St. Watchman, *19,200

Seward, Neb.....Workman, *17,855
Minneapolis, Kan...Workman, 17,500
Cedar Falls, Ia.....Loyal Workman, *10,004
Milwaukee, Wis....A. O. U. W. Advocate, *7,500
Detroit, Mich.....A. O. U. W. Herald, *5,733
Helena, Mont.....Workman, *4,500
Denver, Col.....A. O. U. W. Record, 4,000
Meadville, Pa.....Keystone Workman, 4,000
Salt Lake City, U...Rocky Mt. Workman, *3,200
Nashville, Tenn....A.O.U.W. Messenger, *2,500
St. Louis, Mo.....Overseer, 2,250
Buffalo, N. Y.....A. O. U. W. Review, 2,250
Orillia, Ont.....Canadian Workman, 2,250

ARMY AND NAVY.

Weekly, 6; semi-monthly, 1; monthly, 9; quarterly, 4—total, 20.

Weeklies.

Washington, D. C..Army and Navy Register, *7,000
New York, N. Y...Army and Navy Journal, *4,000
Chicago, Ill.....Military News, 2,250

Monthlies.

Nashville, Tenn....Confederate Veterans, *10,250
Albany, N. Y.....Drafted Men's Advocate, 4,000
Philadelphia, Pa...United Service, 2,250

CHOSEN FRIENDS.

Monthly, 2.

San Francisco, Cal..Seven Links, *2,000

COLLEGE FRATERNITIES.

Semi-monthly, 1; monthly, 4; bi-monthly, 4; quarterly, 9—total, 18. No one is credited with as much as 2,000 circulation, and three only with as much as 1,000, viz.:

Columbus, Ohio....Scroll of Phi Delta Theta, bi-mo., *1,500
Cambridge, Mass...Rainbow of the Delta Tau Delta, quarterly, *1,200
Philadelphia, Pa...Delta Upsilon Magazine, mo., *1,100

FIREMEN.

Weekly, 3; semi-monthly, 1—total, 4.

Weeklies.

New York, N. Y...Fire and Water, 2,250
Firemen's Herald, 2,250

FRIE MASONRY.

Claims to be the oldest secret society organization in existence. It has the largest membership of any.

Weekly, 6; semi-monthly, 1; monthly, 27; quarterly, 2—total, 36.

Weekly.

Detroit, Mich.....American Tyler, *7,000
Oxford, N. C.....Orphan's Friend, *2,800
Philadelphia, Pa...Keystone, *2,250

Semi-Monthly.

Louisville, Ky.....Masonic Home Journal, 12,500

Monthlies.

Bloomington, Ill....Freemason, 4,000
Chicago, Ill.....Voice of Masonry, 4,000
St. Paul, Minn....Masonic Record, 4,000
Portland, Me.....Masonic Journal, *3,000
Little Rock, Ark....Masonic Trowel, *2,800
Birmingham, Ala...Masonic Guide, *2,500
San Francisco, Cal. Treble Board, 2,250
Indianapolis, Ind....Masonic Adv., 2,250
St. Louis, Mo.....Constitution, 2,250
Milwaukee, Wis....Masonic Tidings, 2,250
Toronto, Ont.....Freemason, 2,250

GRAND ARMY OF THE REPUBLIC.

Has over 400,000 members—all soldiers, during the rebellion, in the United States army.

Weeklies, 2; bi-weeklies, 3; semi-monthlies, 2; monthlies, 8—total, 15.

Weeklies.

Washington, D. C..National Tribune, 75,000
Kansas City, Mo....Western Veteran, 4,000

Bi-Weeklies.

Des Moines, Iowa..G. A. Advocate, *5,280
Gouverneur, N. Y..G. A. Journal, *4,500

Monthlies.

New York, N. Y....Home & Country, 20,000
Boston, Mass.....G. A. Record, 4,000
New York, N. Y....G. A. Gazette, 4,000
Sturgis, Mich.....Cooper's Coffee Cooler, *3,000

IMPROVED ORDER OF RED MEN.

Weekly, 1; semi-monthly, 1; monthlies, 6—total, 8.

Semi-Monthly.

Marblehead, Mass..Wampum Belt, 4,000

KNIGHTS OF HONOR.

Monthly, 1.

Boston, Mass.....Knights of Honor Reporter, *40,000

KNIGHTS OF LABOR.

Weekly, 5.

Philadelphia, Pa...Journal of K of L., 17,500
Chicago, Ill.....Rights of Labor, *15,500

KNIGHTS OF PYTHIAS.

"Disseminates the great principles of friendship, charity and benevolence." The Knights number over 30,000.

Weeklies, 3; semi-monthly, 1; monthly, 28—total, 32.

Weekly.

Omaha, Neb.....Knights' Jewel, 2,250

Monthlies.

Indianapolis, Ind...Pythian Journal, 4,000
Ft. Madison, Iowa..Knights' Sword and Helmet, 4,000
Chicago, Ill.....Pythian Tribune, 2,250
Minneapolis, Minn..Sprig of Myrtle, 2,250
St. Louis, Mo.....Pythian Voice, 2,250
Rochester, N. Y....Pythian Knight, 2,250
Seattle, Wash.....Pythian Herald, 2,250

LABOR UNIONS.

Daily, 1; weekly, 12; semi-monthly, 1; monthly, 7—total, 21.

Daily.

Chicago, Ill.....Denni Hlasatel, *6,000

Weeklies.

Chicago, Ill.....Builder & Trader, 7,500
New York, N. Y....Union Printer, 4,000
Lancaster, Pa.....Labor Leader, 4,000
Indianapolis, Ind...Labor Signal, 2,250
New York, N. Y....Deut. Am. Baeccker Zeitung, 2,250
Pittsburg, Pa.....Commoner, 2,250

Semi-Monthly.

Indianapolis, Ind...Typographical Journal, *9,500

Monthlies.

Philadelphia, Pa...Carpenter, 17,500
Lyons, Kan.....Weavers' Herald, *10,718
Baltimore, Md....Painters' Journal, 7,500
New York, N. Y....Tailor, 7,500
Concord, N. H....Granite Cutters' Journal, 2,250
New York, N. Y....Painter's Magazine, 2,250

ODD FELLOWSHIP.

Membership estimated at 1,000,000.
Weekly, 5; semi-monthly, 7; monthly, 23—total, 35.

Weeklies.

Buffalo, N. Y.....Nat. Odd-Fellow, 4,000
Toronto, Ont.....Dominion Odd-Fellow, 4,000
New York, N. Y....Der Fuehrer, 2,250

Semi Monthlies.

Topeka, Kan.....West'n Odd-Fellow, 7,500
Maxwell, Ia.....Odd-Fellow, *3,000
Owosso, Mich.....Odd-Fellow, *2,750
Springfield, Ill....Odd-Fellow's Herald, 2,250

Monthlies.

St. Paul, Minn.....N. W. Odd-Fellow Review, *15,500
Portland, Me.....Odd-Fellow's Register, 4,000
Columbus, Ohio....Bundle of Sticks, *2,800
Indianapolis, Ind...Odd-Fellow's Talisman, 2,250
Seattle, Wash.....Odd-Fellow, *2,250

PATRONS OF HUSBANDRY.

Weekly, 4.

Cincinnati, Ohio...Am. Grange Bulletin, 20,000
Boston, Mass.....Our Grange Home, 2,250
Providence, R. I....Pomona Herald, 2,250

PATRONS OF INDUSTRY.

Weekly, 2; monthly, 1; all in Canada.

Weekly.

Toronto, Ont.....Ca. Farmer's Sun, *20,000

Monthly.

Owen Sound, Ont..Canadian Patron, 2,250

RAILWAY EMPLOYEES.

Weekly, 2; semi-monthly, 2; monthlies, 9—total, 13.

Semi-Monthly.

Vinton, Iowa.....Railway Telegrapher, 12,500

Monthly.

Galesburg, Ill.....	Railroad Train-	20,000
Terre Haute Ind.....	men's Journal,	
Cedar Rapids, Iowa.....	Locomotive Fire-	20,000
	men's Magazine,	
	Con-	
Cleveland, Ohio.....	ductor,	20,000
	Brotherhood of	
	Locomotive En-	
	gineer's J'nal,	20,000
St. Louis, Mo.....	Railway Agent,	7,500
	Fore men's Ad-	
Chicago, Ill.....	vance Advocate,	*4,641
Newark, N. J.....	Roadmaster,	*4,500
	Railroad Em-	
	ployee	2,250

ROYAL ARCANUM.

Membership 150,000. Monthly, 4.

Detroit, Mich.....	Crown,	7,500
Winchester Mass.....	Royal Arcanum	
	Guide,	4,000
Wooster, O.....	Royal Arcanum	
	Journal,	4,000
New York, N. Y.....	Arcanumite,	2,250

SOCIALISTS.

Daily, 2; weekly, 7—total, 9.

Dailies.

Chicago, Ill.....	Arbeiter Zeitung,	4,000
Milwaukee, Wis.....	Vorwaerts,	2,250

Weeklies.

Chicago, Ill.....	Die Fackel,	12,500
	Vorbote,	4,000

SONS OF VETERANS.

Branch of Grand Army. Monthly, 2.

Chicago, Ill.....	Sons of Veterans'	
	Nat. Reveille,	4,000

WOMAN'S RELIEF CORPS.

Auxiliary to the Grand Army. Bi-weekly, 1.

Des Moines, Ia.....	G. A. Advocate	
	and Woman's	
	R. C. Magazine,	*5,280

MISCELLANEOUS SOCIETIES.

Weekly, 11; bi-weekly, 1; semi-monthly, 10; monthly, 88; bi-monthly, 2; quarterly, 12—total, 124.

Weeklies.

New York, N. Y.....	Am. Economist,	*7,500
Marshalltown, Ia.....	Inter-State Trac-	
	er,	*7,000
Chicago, Ill.....	Journal of the	
	A. M. Medical	
	Association,	4,000
New York, N. Y.....	Vereingte Staaten	
	Orden,	*4,000
Cincinnati, Ohio.....	Merchant Senti-	
	nel,	4,000
Memphis, Tenn.....	So. Commerce,	2,250

Semi-Monthlies.

New York, N. Y.....	Adv. and Family	
	Guardian,	*8,000
Watertown, N. Y.....	Lodge Record,	*2,500
Philadelphia, Pa.....	Camp News,	2,250

Monthlies.

Springfield, Ill.....	Modern Wood-	
	man,	40,000
Port Huron, Mich.....	Bee Hive,	40,000
	Maccabee,	40,000

New York, N. Y.....	St. Andrew's	
	Cross,	*20,000
Chicago, Ill.....	Independent For-	
	ester,	*17,500
New York, N. Y.....	Our Animal	
	Friends,	17,500
Philadelphia, Pa.....	Carpenter,	17,500
Boston, Mass.....	Am. Legion of	
	Honor Journal,	*15,840
Philadelphia, Pa.....	Sexennial Lever,	*12,000
St. Louis, Mo.....	Altruist,	*10,000
Waterloo, Iowa.....	Workman,	*9,000
Flint, Mich.....	United Friends'	
	Echo,	*8,000
Brooklyn, N. Y.....	Record of the	
	C. B. L.,	*8,000
Boston, Mass.....	Golden Cross	
	Journal,	*7,500
New York, N. Y.....	Menorah,	7,500
	Silver Cross,	7,500
Philadelphia, Pa.....	Knights of the	
	Golden Eagle,	7,500
Washington, D. C.....	Good Government,	*7,183
Denver, Col.....	Pacific Woodman,	*7,000
Detroit, Mich.....	Fraternal Index,	*5,250
Des Moines, Iowa.....	Legion of Honor	
	Herald,	4,000
Lawrence, Kan.....	Select Friend,	*4,000
Philadelphia, Pa.....	Food, Home and	
	Garden,	4,000
Welland, Ont.....	Home Circle	
	Leader,	4,000
New York, N. Y.....	New Amsterdam	
	Gazette,	*3,500
Philadelphia, Pa.....	Recorder,	*3,383
Polton, Kan.....	Fraternal Aid,	*3,210
Salt Lake City, Utah.....	Young Woman's	
	Journal,	*3,000
Ft. Wayne, Ind.....	C. K. of A. Bul-	
	letin,	*2,600
Chicago, Ill.....	Retail Clerks' Na-	
	tional Advocate,	2,250
Boston, Mass.....	Girls' Friendly	
	Magazine,	2,250
St. Louis, Mo.....	Electrical Worker,	2,250
New York, N. Y.....	Sailors' Magazine,	2,250
Poughkeepsie, N. Y.....	United Friends'	
	Journal,	2,250
Philadelphia, Pa.....	Millers' Review,	2,250
	Nat. Ret. Jeweler,	2,250
	St. George's Jour.,	*2,250
Toronto, Ont.....	Independent For-	
	ester,	2,250
Springdale, Me.....	N. E. O. P. Journal,	*2,160

Bi-Monthly.

Philadelphia, Pa.....	Forest Leaves,	*2,500
-----------------------	----------------	--------

PROMPTNESS PAYS.

Promptness in business always pays. No house ever became unpopular from a custom of filling its orders with dispatch. Promptness is always noticed and favorably commented upon by the customer, who always fully realizes the importance of his own order and does not pause to think that it is one of hundreds, or perhaps thousands, received by this jobber. The purchaser wants his goods at once as a general thing, and regards the celerity with which they are delivered as an evidence of the esteem in which he is held by the jobber. If delivery is delayed he is apt to regard it as a slight and is sure to become dissatisfied. Promptness in business always pays.—*The Bookkeeper.*

THE chump with lots of "mon,"
Who plays at "biz" for fun
Can keep the musty ducats in his drawer.
But the man that wins the trade
Will find his money's made
By investing with the printer, more and more,

To

Ad=smiths

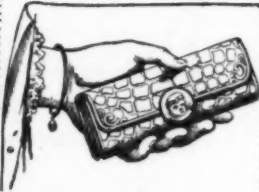


Every ad-smith intending to make an effort to secure the prize vase offered for the advertisement worded and displayed to best serve the purposes of attracting subscribers to PRINTERS' INK, a Journal for Advertisers, should send in his name and address, and a pamphlet which tells the whole story of the proposed competition will be forwarded to him by return mail. Address all communications simply PRINTERS' INK, New York.

THE PRIZE ADVERTISEMENT.

TENTH WEEK.

In the tenth week of the competition for the PRINTERS' INK Vase, forty advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of all these the one here reproduced is thought to be the best:



How Money Spent For Advertising

Can be made a profitable investment
is the object lesson taught by

Printers' Ink,

the weekly journal, the best manual for advertisers on this planet. Bright thoughts and timely hints from the most experienced hands of practical advertisers and specialists of successful publicity give the paper a value far beyond its price. It is unexcelled by any other publication.

If you are interested in advertising to any extent, subscribe for it NOW at \$3.00 per year, for any length of time you like to prepay. \$10.00 pay for FIVE YEARS NOW. After December, 31st, 1905 a subscription would cost you FIVE DOLLARS for ONE YEAR.

Write for free Samples to

**PRINTERS' INK,
10 Spruce St., New York.**

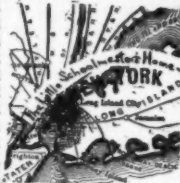
Written by Chas. J. Zingg.

This advertisement was written by Mr. Chas. J. Zingg, of Farmington, Me., and appeared in the *Phillips Phonograph*, of Farmington, Me., of Sept. 27.

Mr. Zingg has the enviable distinction, possessed by no other competing ad writer, of carrying away the five-year subscription two times, winning it the first week of the competition, in addition to this week.

The selection of the winning ad this

week was probably the most difficult of any thus far. Many of the ads



May I Speak With You a Minute?

You are not in business for your health?

No.
You want your business to increase?

Yes.
You have a good stock, fair prices, accommodating assistants and all legitimate requirements expected by your patrons?

Yes.
Does everybody in town know your place and just what you keep in it?

Hardly.
They read the newspapers, don't they?

Yes, I guess so.

Then if you tell them through your advertisements on this, they should know, shouldn't they?

Yes.
There are some advertisements more happily constructed and do more good in selling goods than others, aren't there?

Yes.
That's the kind you want?

Yes, indeed.
Then hints as to constructing just such advertisements would be of much service to you?

Yes.

Then there's but one thing more to say to you—read *PRINTERS' INK*. The people who publish that journal, the men who write for it, all who are connected with it know all there is to be known about ads. They are graduates of the *PRINTERS' INK* in called The Little Schoolmaster in the Art of Advertising. All good ad. writers are its pupils. It is published weekly—average 70 pages—\$3 a year! Full, every week, of ready-made ads, and practical suggestions—the very kind you'll need for strong, paying advertisements.

Subscribe now for \$3. If you wait until the first of next year the price will be \$4 per annum then. If you could invest \$10 now in a subscription to this interesting little journal would benefit you every week until the end of this century! You see now what I mean, don't you? Tell me if I am right. Address George F. Bonnell & Co., 10 Spruce Street, New York City, and ask for sample copy, or enclose the two.

submitted were meritorious. By constant sifting and throwing out, the pile at length reduced itself to three, among whom the victory lay. These three were the ad of Mr. Zingg, the ad of Mr. Neumann and that of Mr. Trueman. After full consideration it was decided that Mr. Zingg's ad was best. It occupied $2\frac{1}{4} \times 5\frac{1}{4}$ inches in the newspaper.

tion at the head of it, which spoils it completely, since the picture has little if any connection with the subject matter of the ad, and is besides of so peculiar a character that the first impression one gets of it is that nondescript insects are crawling over it. Otherwise, the ad is a good example of an ad in what might be termed the catechism style. It is a well-known

fact that questions are more apt to make people think than mere statements, and an ad founded on this assumption, while not necessarily a good one on account of the fact, has an excellent foundation for a good ad.

The ad of Mr. Solomon Neumann, of San Bernardino, Cal., Skillful Sailing, is here reproduced as closely following in merit the winning ad. It was published in the San Bernardino *Times-Index* of Sept. 13. Mr. Neumann had previously sent in the best ad for the fourth week. In the original form the ad occupied $4\frac{1}{2} \times 8$ inches. It is notable for its delicate conception of artistic effects, hardly to be expected from the sturdy West which Mr. Neumann has so worthily represented in this competition. Mr. Neumann is the only writer in his section of the country who has won the weekly prize, which is certainly a distinction in itself, when we consider that skillful ad writers are as common on the Pacific Slope as anywhere else.

Three hundred and thirty-four ads have been received since the beginning of the competition, illustrating how firm a hold the idea of the Vase has taken on the minds of ad writers. The ads come from every imaginable locality in the United States and Canada. One from England has been entered, and was of fair quality.

The unsuccessful competitors each



SKILLFUL SAILING

has brought many an unseaworthy bark safe into port. Advertising knowledge skillfully directed has not only saved many a business venture from disaster, but landed it on the highway of success. Beginners in publicity seeking, should follow in the footsteps of the successful veterans, for these swear by and stay

WITH

PRINTERS' INK

the "LITTLE SCHOOLMASTER" is and the authority on the Art of Advertising. The subscription price of which will be \$5.00 per year after December 31, 1895, but can be had now for \$2.00 for one year, or \$10.00 for five years by sending to GEO. P. ROWELL & CO., 10 Spruce Street, New York. Sample copy free.

Mr. W. C. Trueman, of Philadelphia, sent in the ad May I Speak With You A Moment, which is also reproduced. In the original, this ad occupied $2\frac{1}{4} \times 10\frac{1}{2}$ inches. It is certainly an original and effective ad, and but for one very prominent failing might have been awarded the prize. That failing is the existence of the illustra-

received a coupon good for a year's subscription to PRINTERS' INK, and must be satisfied with this very moderate compensation for their efforts. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly a dozen more opportunities are open to him, if he chooses to repeat the effort. In most cases thus far, the competitor who has won each week has not succeeded with his first effort.

The advertisement that will win the Vase will necessarily be a superlatively good one. But this should deter no one from making the attempt. No man can tell what he can do till he tries, and, in all probability, the Vase will be won by a competitor who is not a professional ad writer.

LIFE INSURANCE.

I believe it is a readily-accepted statement in these days of active competition that not one man out of one hundred applies for a life insurance policy by a direct application at the company's office in which he desires to insure himself. And it seems to be the unalterable opinion of the leading life insurance companies, judging from the attitude they have for a long time maintained, that this ratio cannot be reduced by advertising. In support of this attitude I heard the statement, the other day, that an insurance company had been recently organized in this city which advertised generally, "No commissions to agents. Insurance at cost," the plan being to invest the agent's commission in advertising, so as to attract the attention and secure the patronage of the general public. It was also stated that for the first six months so few applications were received by this company that a return to the old method was inevitable, and the company stopped its advertising and put a force of agents into the field. The general idea among the big life insurance companies appears to be that they can only appropriate the means for general advertising out of the surplus at the imminent risk of reducing dividends. Can any one doubt that this is a very one-sided view to take of the matter? It seems to be based entirely upon the confidence placed in the solicitor, whose commissions, it is stated, are so liberal in these days that an advertising appropriation is considered out of the question.

It is a well-known fact that the majority of the companies depend largely upon new business that is written from year to year for their prosperity, their ability to pay expenses and dividends and show a generally prosperous condition at the end of the year. The commissions being heavy, nothing is left for advertising. This is the way the question has been looked at for the past twenty years by all the leading companies. But this view does not end the question of life insurance advertising.

If the agent receives half, or, as in some cases, nearly the whole of the first premium why can he not be stimulated, indeed arranged with, to go in for himself, pending the arrival of that company which will take the initiative in advertising directly? The interest of the company and the agent is indeed one, and there is no company in the United States that would not grab at the publicity of printers' ink if it believed it could afford it. One well-known general agent, Phelps, of Boston, has made a practice for several years of advertising in the daily papers of the Hub. His success with this advertising is matter of much congratulatory comment in life insurance circles. His ad talk was lately collected and published in book form. Here is an example for other general agents to follow. That they will be stimulated by the circulation of Mr. Phelps' little brochure there is no doubt. But the day is not far distant when some one of the great companies, stimulated by the success which has waited upon advertising in every other field of business endeavor, will step forth and inaugurate a campaign of its own in general advertising.

All that is needed is the courage to begin. This, once acquired, the advertising will carry itself along by the impetus of results. It certainly is not a safe thing on the part of insurance companies to decry advertising that has never been tried with any heartiness, nor executed with any skill. Where the will exists, the actuary can easily find the way, and, in combination with the ad writer, inaugurate a campaign that should certainly prove profitable.

A. G. PHILLIPS.

THE question as to whether newspaper advertising pays or not is no longer an issue among progressive merchants. It has long since been settled in the affirmative.—*Stores and Hardware Reporter*.

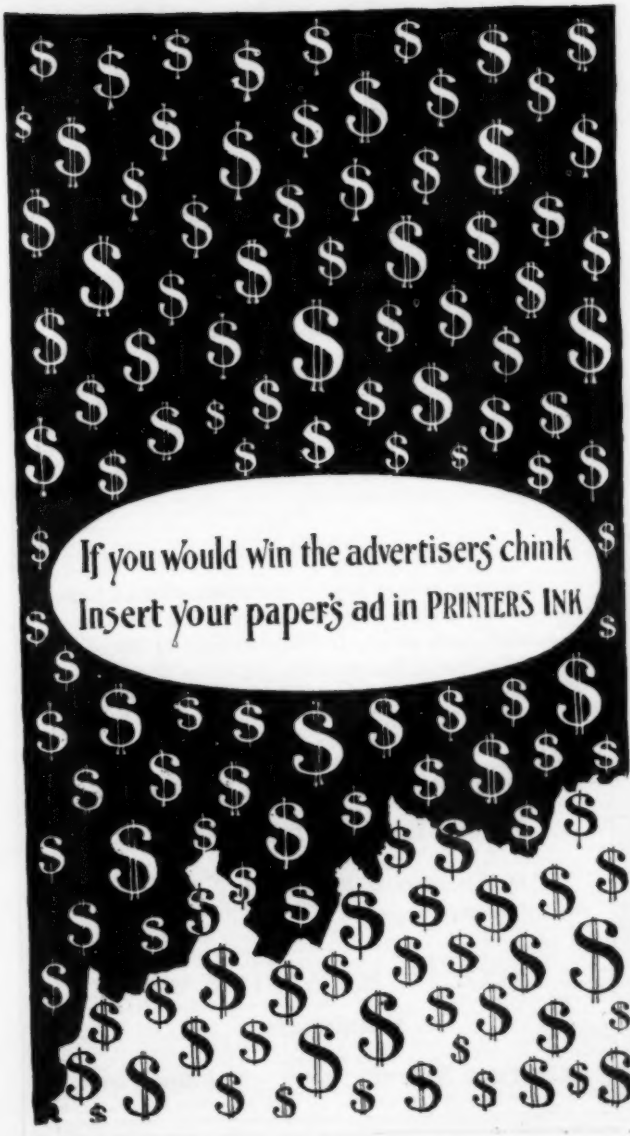
More Circulation
And Less Than Half
Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,
New York Representative,
49 Potter Building.



If you would win the advertisers' chink
Insert your paper's ad in PRINTERS INK

...Issued June 15th...



THE AMERICAN
NEWSPAPER
...For 1895... DIRECTORY

Describes and reports the circulation of 20,395
Newspapers and Periodicals.



Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail, if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue.



OVER ONE THOUSAND PAGES.
PRICE FIVE DOLLARS.

Thirty cents extra for postage if forwarded by mail. Address,

Geo. P. Rowell & Co.,
Publishers,

10 Spruce Street, - - New York.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'ld'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

I want to increase my acquaintance among the best advertisers. I want more good business men to know what I can do for them in the way of giving advice and preparing copy. That is the reason I am going to make several special propositions. I will not agree to hold these offers open after November 1st.

To Retailers—

On receipt of \$30 I will send you 13 ads, with an attractive illustration for each ad (stock illustrations, of course). This will be enough to give you a fresh ad every week for 3 months. It will be enough to enable you to form an opinion of the value of my work in your particular business. If, with your order, you send me some of your old ads, and tell me what you have been doing and what your difficulties have been, I will advise you, giving you the benefit of what I know about advertising, and what I have been able to find out from other good business men in your line. For such a letter of advice my usual charge is \$10, so that you will see I am giving you \$30 worth of service for \$20.

To Magazine Advertisers—

Send me \$25 in a letter telling me what you have been doing in the way of advertising, what your difficulties seem to be, and what you would like to have your advertising accomplish. Send me your old ads and the printed matter you are using, and I will write you a letter of criticism and advice, for which I generally charge \$25. I will also make for you an original quarter-page advertisement, including any illustration that may be necessary, and a metal base electrotype of the complete ad. If your ad is a half page, you will have to send \$5 extra. If it is a full page, you will have to send me \$25 extra. If you prefer to have me prepare a circular or a small booklet, I will do that instead of making an ad.

To Users of Catalogues—

Send me \$25 and your last catalogue, and I will tell you how your next one can be greatly improved. I may be able to tell you how to save some money on it. I know I can tell you how to make it more attractive—how to increase the probability that it will convince people who get it—how to make it sell more goods. I believe there are hundreds of cases in which the service I shall render will be worth \$500. There may be some in which it will be worth less than \$25, but I really do not see how that can be possible. Intelligent criticism of a catalogue is sure to result in some good. The catalogue is a big thing, and costs lots of money, and it ought to be as near right as possible.

To Medical Advertisers—

Send me \$100 and I will write and illustrate for you six advertisements better than any you have ever had before. When the ads have been submitted to you, and have your approval, I will have metal base electrotypes made and sent to you. I will also answer any questions you have to ask, and give you all the advice and criticism that I think will be a benefit to you. The more data you send, the better service I shall be able to render.

To Trade Paper Advertisers—

Send me \$50 and I will write a series of 12 advertisements for you. I will also answer any questions you want to ask, criticise your previous advertising and printed matter, and give you the benefit of what I have learned from a great many bright advertisers in similar lines. As this price is about $\frac{1}{6}$ what I sometimes have to charge for trade paper ads, I reserve the right to decline any order that may come to me.

To Newspaper Publishers—

Send me \$25, together with copies of your paper, and a statement of the reasons why local and general advertisers should prefer your paper to any other in your field, and I will write for you a series of six postal cards, or circulars, to be sent to either local or general advertisers. I will also write you a letter of criticism and suggestion on the make-up of your paper. I will tell you how to make your paper more attractive. There will be no theory about it. I will tell you what the brightest advertisers in America have told me. I know from experience that sending a series of postal cards to local advertisers is a profitable undertaking—I have done it.

To General Advertisers—

(Other than medical and magazine advertisers)—send me \$75 and I will send you complete electrotypes of six illustrated advertisements. I will also answer any questions you have to ask, and struggle with any problems that have been worrying you. I will give you authentic information about anything in advertising. I have perfect confidence in my ability to give you better ads than you have had before. I believe I am safe in saying that even if I prepared your former ads myself, because I am doing better work now than I ever did before,

THE BOSTON VIEW.

ADDISON ARCHER ASKS C. H. TAYLOR, JR., OF THE BOSTON "GLOBE," ABOUT THE BOSTON PUBLISHERS' ASSOCIATION—MR. TAYLOR ATTEMPTS TO DEMONSTRATE THAT THE ASSOCIATION IS GOOD FOR ITS MEMBERS—HE SUCCEEDS IN PROVING THAT IT IS GOOD FOR THE BIG PAPERS BUT BAD FOR THE LITTLE ONES—HE TELLS A FUNNY STORY ABOUT THE SPECIAL AGENTS AND LEG PULLING.

Mr. Charles H. Taylor, Jr., fills nineteen offices on the Boston *Daily Globe*—treasurer, business manager, advertising manager, etc. He is also a son of Gen. C. H. Taylor, who established the *Globe*, and comes nearer knowing the General's ideas on the *Globe* and all other subjects pertaining to journalism than probably any one else does. He is also prominent in the Boston Publishers' Association, one of the few associations which deny their members the privilege of advertising in publications similar to PRINTERS' INK.

It was the third day of the great Knights Templars conclave that I found Mr. Taylor in his private office about nine o'clock in the morning. The air was full of the wild excitement of the occasion, and a stream of eminent Sir Knights was pouring into the *Globe* office to offer their respects to the popular *Globe* proprietor and his popular son.

Mr. Taylor said he had been kept up all the night before getting out the *Globe's* famous Knights Templars editions; that he went to bed about four o'clock in the morning on a sofa in the office of the Haverhill Paper Company in the Globe Building, found he was rather chilly without any covering; hunted around for something to keep him warm, discovered some sulphite pulp and used it as a blanket. It proved elegant for the purpose, keep-

ing out the cold, but admitting a free circulation of air, and Mr. Taylor said that he was going to suggest to the Haverhill Paper people that they embark in the manufacture of sulphite pulp blankets immediately.

NAILING HIM DOWN.

All this in Mr. Taylor's brisk, genial, off-hand way, and then I nailed him down to a cross examination on the idiosyncrasies and iniquities of the Boston Publishers' Association. I want to say right here, before starting in on this interview, that personally and publishingly the gentlemen that constitute the Boston Publishers' Association—Mr. Patterson, Mr. Grozier, Mr. Barrett, Mr. Stanwood, Mr. Whitney and the rest—are all, all honorable men, and mighty good fellows.

"Mr. Taylor, have you been reading the interviews in PRINTERS' INK with Mr. Ellis, Mr. Eiker and others regarding the Publishers' Associations and their iniquities?"

"Yes."

"Well, then, I want to ask you what real reason the Boston Publishers' Association has for assuming the attitude it does toward the publications that are so willing and so able

to increase their advertising patronage."

"We believe it is discretion to take the course we do," replied Mr. Taylor. "Would you be interested to know just what the terms of our agreement are?"

"Yes."

THAT AGREEMENT.

Whereupon Mr. Taylor produced a copy of the agreement in question and read: "We agree to discontinue all advertising in programs, hotel registers, trade papers, base-ball scores, fences, rocks, dead walls, cars, etc. We also agree not to do exchange advertising except in legitimate newspapers."

"I drew that up," said Mr. Taylor. "I tell you it saves us an immense amount of trouble. It saves us from



Charles H. Taylor, Jr.
Boston Globe

receiving propositions from people all over the country with every imaginable sort of an advertising scheme. Still I get on an average 3 or 4 letters a week asking me to advertise in something or other. I just answer that the *Globe* advertises only in newspapers (see letters on file in office of Mr. Rowell); that shuts off argument. It is a waste of too much time to discuss this question with everybody who comes along, and that is the whole argument in a nutshell. The weak point in the PRINTERS' INK argument is that our papers do advertise in legitimate newspapers. The *Globe* so far this year has spent over \$28,000 advertising itself in Boston and New England newspapers. I think that is good advertising. I think the Boston Publishers' Association is a benefit to the agents doing legitimate business."

"How?"

Mr. Taylor told me much in reply, but I gained no clear conception of where the benefit came in.

"One thing about the Boston Publishers' Association; if they cannot agree on anything, they drop it."

"How do you manage to reach the general advertiser?"

DON'T REACH THE ADVERTISERS!

"We don't reach them. We don't care to. They come to us. What have we the greatest circulation for? Once in a while we send them a circular gotten up in fine form on good paper, well directed in a fine hand. We advertise for circulation. I do not believe advertising for advertising ever brought in a dollar's worth of business."

"Do you attribute your circulation to your advertising?"

"No sir, we attribute it to the fact that it is the best paper in New England. The only way to get advertising is the way Mr. Geo. P. Rowell gets advertising—sending out solicitors."

Here Mr. Taylor referred enthusiastically to his Knights Templars Sunday *Globe*, a ponderous production, of which he said they printed 243,000 copies, which were all gone by two o'clock on Sunday, and on Monday morning they printed 15,000 more to supply the demand. He sent for a copy of this marvelous paper, and a boy staggered in with it in his arms. I gave it one glance, and then sent for a herdic to help carry it to the station. Mr. Taylor wanted me to read it on the train. As I took the five hour

ten o'clock flyer, I had time only to glance through the first 100 pages which seemed to embrace everything that anybody ever thought of or ever will think of regarding Knights Templars and crusaders, and everything else that pertains to mediæval and modern chivalry.

HOW IT HELPS THE SMALL PAPERS.

But I was not to be overwhelmed even by the *Globe* fat man, and I asked Mr. Taylor:

"Do you think your Publishers' Association helps the small papers?"

"Oh, yes, indeed."

"The *Globe*, I understand, has the largest circulation in New England. Does the *Globe* print the advertisements from other papers?"

"Oh no, we never have."

"But the other papers print your ads?"

"Yes, with the exception of the Boston *Herald*. We have an ad to-day in the *Record and Journal*," and he showed me a big double column display on the front page of Mr. Barrett's paper.

"The *Herald*, I believe, is next largest to the *Globe*?"

"Yes, I believe it is."

"Does the *Herald* print the advertisements of other papers?"

"No."

"Well, will you kindly tell me then how the small papers can profit by this Association?"

"Oh, they can advertise in other New England papers the same as we do."

I thought he had proven my point quite conclusively so I switched off on to another branch of the subject by asking: "Don't you think it helps the special agents to have their papers advertise in advertising publications?"

"We do not have special agents."

"Why not?"

"Because we do not need them."

"Do you carry all the advertising you want?"

OH, THE IRRESISTIBLE SPECIAL AGENT.

"We have got everything that is going. The great trouble with the special agents is—they all come over here to see me; each fellow as he comes in looks so clean shaven, slick, plausible and courteous that I think that is the fellow I want for New York, and then comes in another one, and he looks so clean shaven, slick, plausible and courteous that I say surely he is the man I want, and

then comes another, and another, and they are all such clean shaven, slick, plausible and courteous fellows that we cannot make up our minds which one we do want. If we were located in Chicago, St. Louis, or any other place at a like distance we certainly should have a special agent in New York, but we are so near New York now that we can send a special man there occasionally, and he keeps quite in touch with the field."

WHAT THEY WERE THERE FOR.

And here Mr. Taylor told me a funny little story about Frank B. Stevens the night the advertising men in New York gave him a dinner at the Waldorf. A very eminent gentleman arose to introduce Mr. Stevens, and admitted right away that he did not know him personally, and called upon Moses P. Handy, who arose and said that he did not know Mr. Stevens personally, and towards the end of the evening Mr. Eiker was called on, who arose and in his characteristic way asked: "What are we here for? Not to do honor to Mr. Stevens, but to pull his leg."

Mr. Taylor thought this expressed pretty clearly the mission of the special agent in regard to advertising agents.

But I returned to the original attack by asking how the small papers belonging to the Boston Publishers' Association were going to get as much advertising as the *Globe* had.

"What they want to do is to advertise for circulation, and then they will get all the advertising they want."

"How can they advertise for circulation when you won't let them advertise in the *Globe* or *Herald*?"

"The same as we do. We advertise in all the New England papers, and they can do the same."

ANOTHER FACT.

Mr. Taylor, are you prepared to admit that the general advertisers read PRINTERS' INK?"

"I will admit they do read PRINTERS' INK."

"Is it not true that the *Herald* and *Globe* have about all the circulation there is in Boston?"

"Not necessarily. I do not know what circulation the other papers have, but I do know the *Globe* has a tremendous circulation. We have increased from 171,428, certified by Mr. Rowell's Newspaper Directory for this year, to 223,722 copies. This is the Sunday average. The daily has increased 16,000 in that time."

"Have any of the little papers in New England increased correspondingly?"

"I don't know anything about the other papers."

But it was time for my train to leave, and I was hustled to the station in a Boston herdic, more convinced than ever that Publishers' Associations that do not believe in advertising are good for the big papers and poor for the other papers.

ADDISON ARCHER.

TESTING THE "PROGRAM" AD.

One merchant states that several years ago he came to the conclusion that the whole matter of program advertising was an intolerable nuisance, and decided to put a stop to it then and there. Hardly a week passed but that some of his best customers would approach him for a card in a program of some church or charitable entertainment. He was anxious to procure as wide a popularity as possible and at first acceded to all demands. Soon he found that he was getting more than he cared for. He commenced receiving practical proof that his reputation as an indirect but liberal contributor to baby shows, ice-cream and strawberry feasts, concerts, amateur theatricals, etc., etc., was becoming widespread. Feminine representatives of affairs to be held in localities outside of the immediate neighborhood began to call on him. If he declined to give them his card and pay a good price for it, he was met with the statement that, if he would aid the affair in question, they, the solicitors, would make their purchases from him in the future, and would be able to influence much trade in their vicinity. The retailer was human, and for a while complied, but finding that the anticipated extension of trade did not occur, decided to test the whole matter and shape his policy in the future by the results. For about a month, at a time when functions of the kind mentioned were the most frequent, he made it a point to announce in his program cards that every person who would clip the card and bring it to the store would receive a certain stated discount on goods purchased and a neat souvenir to boot. He got so few responses that he decided to put a stop to the whole thing and divert the money to more profitable methods of advertising. The ads in the program were evidently not read. His decision to stop the practice of program advertising was strengthened by making the same discount and souvenir offer in his local paper. The returns were at least twenty times larger in number than from the programs. After that, whenever he was asked for a program ad, he politely refused. Of course, some were offended and withdrew their trade for a time. But that they appreciated the retailer's position is shown by the fact that he did not lose a single customer permanently, while he has gained many new ones, directly attributable to the use of more legitimate methods of advertising which he could not afford to indulge in formerly.—*Stoves and Hardware Reporter*.

THE reason some men's advertising

Can't be made to pay:

They don't know what to leave unsaid,

And don't know what to say.

THE ADVERTISING AGENCY BUSINESS

FIFTY YEARS AGO AND NOW.

Editor of PRINTERS' INK:

I am neither "as old as Methuselah," nor did I "come out of the Ark," two by two, as was the custom of the Ark Age, or by myself, all alone. In short, I was not there at all. Nevertheless, I am "old enough to know better," historically speaking, than many of the readers of PRINTERS' INK of the present day, who mistakenly live under the delusion that they know all about the advertising agency business, and are competent to give points worthy of the consideration of those who are seeking for light on the important subject of how, when and where to advertise in a manner that would secure the greatest possible number of shekels for the advertiser at the lowest minimum rates of expense. Yea, I am ready to say *all* are competent on such points, but how many of them know *when* the business commenced, or who commenced it, or again, how it was conducted while still in swaddling clothes, pinafores and bib and tucker days of advertising agency juvenility.

It has been demonstrated that a business, with a show for business in it, can be made to develop in the metropolis of our great and glorious country, from very insignificant beginnings to immense proportions, in a remarkably short space of time. My own casual knowledge of the advertising agency business is a case in point. As I look back over the vista of years that have been vouchsafed me to the time when my pin-feathers had not been plucked—a politic way to make use of the "picked chicken" phrase of modern times—I should be inclined not to believe what the "other fellow" might tell me of just what I am about to tell you, Mr. Editor.

Volney B. Palmer, a man of stalwart frame and courtly presence, was, a half century of years ago, not only the Nestor, but the nest egg of the advertising agency business in this country, and also abroad, for aught that I know. He had a small office in a second-story corner front room of the then four-story Tribune Building, and there he dispensed advertising patronage to the limited newspaper fraternity of the day, and during the years of his first starting out was his own solicitor, bookkeeper and man of all work—no fascinating female stenographer and fair-haired typewriter as now—no light-fingered cashier to embezzle his money, or hustling assistant to play the devil with his business. I remember distinctly and pleasantly of being sent to him, in the early fifties, with a bill from my employer, proprietor of an up the Hudson River region of country newspaper, and with what trepidation the presentation was made. I also remember how kindly I was received by Mr. Palmer, in his immaculate shirt front, clean-shaved face and well polished boots. They were boots, let me say. Men folks never wore shoes in those days, and polished their own foot-gear, the "Jew shoes" up "Arabs of the present time not having then been given us. Had I been Chauncey M. Depew, Lord Palmerton or the Queen of Sheba, I could not have been more considerably waited upon than I was by Mr. Palmer. He looked at the bill, took an account book from an over-head shelf, compared the bill and book, nodded a smiling assent, as much as to say they tallied and were correct, put his right hand into the right-hand pocket of his front-flap trousers, "seduction" pantaloons, as they have since been called, not having then

been formulated, and deliberately taking out a wallet from his pocket, which showed a roll of bank "promises to pay"—greenbacks being unknown in those days—of some considerable proportions, counted out the amount of the bill, and the thing was done. No fuss, no feathers, no furbelows flapping about the nether extremities, no electric bell calls, no whistling up a tin pipe or swearing at a central office telephone operator, no discussion as to how many lines in an inch, no stipulation of "top of column" or "next to reading matter," as now. In fact, a suggestion of mixing up reading matter and advertisements, after the custom of the present time, would then have been likely to have laid the suggestor open to the danger of going out of the office on foot, and on somebody "else's" foot at that.

Mr. Palmer, later on, opened offices in Boston and Philadelphia, his successor, after many years in Boston, being the late S. R. Niles, who was his bookkeeper for several years. I am not quite sure, but I think I am correct in saying that the present agency of Lyman D. Morse, as handed down from Bates & Morse, Pettengill & Bates, S. M. Pettengill & Co., and S. M. Pettengill, respectively, is the successor of Mr. Palmer's New York office. A firm doing business under the name of Mason & Tuttle, who had for a time a combined printing office and advertising agency, in Wall street, antedated Mr. Palmer in the advertising agency business by a year or two, but they were not successful, and went out of business sometime in the late forties.

The first foreigner, that is to say, outside of the purely local field of the paper in which it appeared, was an advertisement of about two inches in length, of the then famous dry goods house of Rowen & McNamee, the senior partner being Mr. H. C. Bowen, now of the New York *Independent*. Their store was located on the east side of Broadway, not more than two or three blocks above Trinity Church, and was then one of the leading, if not *the* leading, retail dry goods house in New York, far outranking that of A. T. Stewart's, then somewhat further up town, on the opposite side of Broadway.

Such were the "small beginnings" of the advertising agency business, now swelled to such far-reaching and mammoth proportions; then to be counted on the fingers of one hand, now more numerous and greedy, more blood-thirsty and rapacious than were the locusts of Egypt, both a blessing and curse to the newspaper fraternity, but it is hard to say which of these results—in sporting phrase—"has the pole." Then the publisher got "something out of it;" now the advertising agency gets "something out of it," and blessed be he who finds much of anything left over after that last "something" has passed the boundary line dividing mutual consideration and the cold claim that "business is business, you know."

There was then known but four literary magazines of prominence. In New York *The Knickerbocker*, conducted by Willis Gaylord and Lewis Gaylord Clark, twin brothers; the *Ladies' Companion*, conducted by William W. Snowden; *Godey's Lady's Book*, published by Louis A. Godey and edited by Sarah J. Hale and *Graham's Magazine*, a later comer, conducted by George R. Graham, in Philadelphia. Of these only *Godey's Lady's Book* survives, and that has passed through the fires of revision, re-organization, and been "born again" several times.

Had either of these publications ventured to put an advertisement in their pages in the

days of which these remarks treat, they would have "signed their death warrant," and had it "sealed, delivered and executed" in less time than their publishers could have said "Jack Robinson." Now, the newspaper or magazine that does not feed heartily at the advertising crib, does not stay long on this mundane sphere, and goes to join a very great majority, in heaven or hades, as fate may determine, often without time to say their prayers or bid their patrons good-bye, and the advertising agency branch of all this business holds the reins in the passage as at present made of journalistic progress.

CLARK W. BRYAN.

Springfield, Mass.

IT DOES THEM GOOD.

Office of
"IOWA STATE ADVERTISER."
Every Other Day.
FAY BROTHERS, Publishers.
Also Publishers of the Clinton County
Advertiser, with Circulation of
6,000.

CLINTON, Iowa, Sept. 26, 1895.

Publishers PRINTERS' INK:

It does us good to see the manner in which you expose those fellows who misrepresent the circulation of their papers, especially those sanctimonious publishers of the religious press. What must their Christian readers think of a paper which, while preaching God and morality, is defrauding its advertising patrons? The work which you are doing in this line should have the hearty approval of every publisher of a paper with an "honest" circulation. Respectfully,

FAY BROS.

PUMPKINS.

Editor of PRINTERS' INK:

A popular bakery-lunch establishment, on Fulton street, makes a startling display of mammoth pumpkins. They are piled all about the doors, attract a great deal of attention and are decorated with inscriptions like the following cut deep into their cuticle:

"How Do You Like My Looks?"
"A Thing of Beauty is a Joy Forever."
"The Talk of the Town."
"Everybody Eats Pumpkin Pie."
"How Would I Look On A Bicycle?"
"I Have The Toothache and My Face Hurts Me."
"What We Know About Farming."
"The Dandy From Esopus, N. Y. But I Can't Wear Bloomers."
"How Many Pies Do You Think I'd Make?"

"One of The Finest' Ever Grown."

J. L. FRENCH.

OUR POST-OFFICE.

NEW YORK, Sept. 24, 1895.

STENCIL-FINISHED PUBLICATIONS.

The following is an extract of a letter this day received from the Post-Office Department on above subject, and is quoted for your information:

XXXX. "You are advised that stencil-finished publications are held to be printed matter, and therefore periodical publications finished in this manner, that otherwise conform to the statutory requirements, are mailable at the second-class rates of postage.

"The ruling that 'hand-painted' productions are not printed matter is affirmed."

Very respectfully,

CHARLES W. DAYTON, Postmaster.

COPYRIGHTING AN AD.

Office of
LOUIS BAGGER & Co.,
Solicitors of Patents and Counselors at
Law.
Le Droit Building, opp. U. S. Patent
Office.

WASHINGTON, D. C., Sept. 28, 1895.

Editor of PRINTERS' INK:

We took the liberty to telegraph you as follows: "Can an advertisement containing a picture of an electric engine and matter descriptive of the same be protected by a copyright?" To which you kindly answered that "anything can be copyrighted." Your answer is undoubtedly too broad, but what we desire to know is, if you know of any case wherein the right to protection under the copyright law for an advertisement has been tested in any of the courts of the United States. We have a client who is a large manufacturer of cutter heads and wood-working machinery, and who has been advertising his goods in a large number of newspapers throughout the United States, and in connection with such advertising he has used cuts illustrating his machines and his tools. As soon as these cuts have appeared in the advertisements, they have been copied by some rival concerns who have taken them and used them, after having reproduced our client's cuts in their own circulars, and in connection with their own advertisements, and stating that these were the representations of the goods which they sell. These competing corporations have been doing this for a year or two, and they have pirated, and, to put it stronger, stolen the cuts of our client's machines as soon as they have appeared in the advertisements in the newspapers. Our object in telegraphing you was to ascertain whether or not an advertisement, such as is herein described, is the proper subject for a copyright, and we asked if a valid copyright could be obtained. So far as we have been able to examine the laws and publications bearing upon the subject, the question of copyrighting an advertisement has never been tested by any court, and it is doubted even by the best of authorities in this city if an advertisement, such as we have outlined in this letter, can be protected by a valid copyright. This, we think, involves a very important question, and one which, we think, will bear and need careful and deliberate consideration. It is a question which should be particularly interesting to the PRINTERS' INK. We would be grateful to you if you could give us any reasons for your belief that an advertisement such as we have outlined could be protected by a valid copyright. Yours very truly,

LOUIS BAGGER & Co.

We know that it can be copyrighted, but we do not know how much protection the copyright would afford. It would serve as a scare crow, anyhow.—Ed. P. I.

ADS AND CLOTHES.

No one can question the value of good ads and the growing necessity for them. The danger is in depending too much on them. They are like good clothes in business. It is a help to a man if he dresses well, but no man can win success by good dressing.—Results.

AMPLE space and clever ad
Make business good of business bad.

SHOW WINDOW SIGNS.

Editor of PRINTERS' INK:

Among the many unique and attractive placards displayed in a metropolitan shop window, is one where two neckties are on a large card. One of the ties is spruce and stylish and is labeled, "Up to date," the other is crumpled and looks worse for wear, and bears this significant inscription, "Up too late." In another gentlemen's furnishing store, where the knot ties are shown in profusion, is this legend, "No nicer knot tied even by a clergyman," and in the opposite window, where dotted ties predominate, the placard reads: "These will suit you to a dot."

In an umbrella window this suggestive sign stares one in the face:

NEVER BORROW
BUT
BUY ONE NOW.

On a pair of solid looking shoes this was attached:

YOU HAVE SEEN WORSE
BUT NO BETTER
FOR \$2.

A sensible and inexpensive show window attraction is shown by a sewing machine company. It is nothing more than an old map of the United States, pasted over with used postage stamps. The States vary with the different colors of the stamps and it makes a pretty effect and causes many a passer to stop.

A good "eye-catcher" is in a florist's window, advertising an importation of Dutch bulbs. Instead of the usual black and white placard, a large, cheap chromo of a steamship under full headway is used, and painted across the top is, "They have arrived—the Dutch bulbs." One almost imagines, in looking at the picture, that the ocean greyhound is loaded with a cargo of fall bulbs.

MARGIE BOWMAN.

A SHARE OF THE PROFITS.

JOLIET, Ill., Oct. 1, 1895.

Editor of PRINTERS' INK:

The way Joliet papers do business with the Opera House is to accept a percentage of the gross receipts, taking chances with the Opera House in drawing a crowd, and giving the attractions as much advertising as the paper elects.

The Joliet *News* is the only one of the four papers in this city that declines to sell space on such an arrangement. The *News* circulates in more than 80 per cent of the homes of the city and has the cream of the mercantile advertising. I wonder how many other cities have a similar arrangement?

Yours truly,

GEO. B. HISCHE,
Business Manager *News*.

NO ONE who reads PRINTERS' INK regularly ever complains that advertising doesn't pay. Come to this office and borrow the reading of one issue, and you will want it regularly.—*Utica (O.) Herald*.

NO BANK can better interest pay
Than advertising every day.

IN NORTH ATTLEBORO, MASS.

Sept. 27, 1895.

Editor of PRINTERS' INK:

The leading advertisers of this progressive section of Massachusetts, tributary to Providence and Boston, are wide-awake and up-to-date business men, many of them close students of PRINTERS' INK. I see it wherever I go. They give preference to newspaper and electric car advertising, but are quick to make use of new and clever advertising ideas. A firm in Pawtucket advertises to give away "a warranted German imported canary" to every one purchasing \$10 worth of goods. The purchase of \$15 worth adds a cage to the bird. One store recently had a window fitted up with a miniature duck pond upon which several ducks were swimming about. The crowd blocked the street in front of that store. One concern recently had its big windows banked with a great assortment of ladies' black hose. In front of the display a little darkey, black as the traditional ace of spades and dressed entirely in black, vigorously swung himself. "Fast black" was the only sign displayed in the window. The idea proved a trade attractor. An enterprising Pawtucket concern has placarded all the available trees within a big radius of their store with the sign, "Bring your feet with you, we'll do the rest; our celebrated \$2 shoes; the best on earth."

On a fence in this vicinity I recently noticed a queer conglomeration of advertising signs. The fence had been made a liberal use of and some of the mottoes had become displaced. "Repent, or you will be washed with 'Sunlight' soap," reads one. "Eat 'luncheon beef' for the complexion," runs another, and so on. Yours very truly,

JOHN W. BUCKMASTER.

A NOTABLE DIFFERENCE.

There is one notable difference between the religious and the secular press; the former appeal for its support to the loyalty of the church constituency, practically saying, "even if our paper is not what it should be, support it for what it can do; take it even if you do not want to read it yourself, so that others who do need and want it can have it," thus making the paper really, in many instances, an object of charity. The secular paper knows it has no life along those lines; it knows it must make itself a necessity to the community, and then it commands prosperity. The element of competition enters into both fields, and both fields are often over-crowded, then some one must go to the wall. The secular publisher does not expect to get a circulation of 600 from a population of 400, but the publisher of the religious press is prone to fancy that in some miraculous way the 400 will stretch into 600, and so the constituency that could and would well support one good paper, is often expected to support half a dozen, and the result is half a dozen sickly sheets every one is ashamed of.—*To-Day*.

WHAT can be said clearly and strongly can almost always be said briefly.—*R. L. CURTIS*.

THE advertiser usually thinks too much of the large circulation he is reaching and too little of the proper presentation of his merchandise. To so advertise as to get buyers from the lesser number of readers is much better than to have many readers.—*Inland Printer*.

THE LONDON "TIMES."

From an article on this subject, by Jas. Creelman in *McClure's*, for October, the following facts are derived:

The *Times* was established in 1784 by John Walter, and was then called the *Daily Universal Register*. In 1788 it was changed to its present name. At that time its editorial page bristled with personalities, and it lacked entirely the judicial editorial tone that characterizes it to-day. The founder endured a life of persecution for his terse and truthful criticisms, but he never wavered.

In 1803 John Walter the second took command, and reorganized its staff. So sharp had its criticisms of governmental men and measures become that the Government made a determined but futile effort to suppress the newspaper. The captains of incoming ships were compelled to surrender all dispatches addressed to the *Times*. But the special correspondents and couriers employed by Mr. Walter outstripped the official messengers. At the same time he was informed that he could have his dispatches promptly delivered as a matter of governmental favor. His sole answer was to send out more special correspondents and beat the Governmental dispatches oftener than ever. Soon the foreign dispatches of the *Times* enjoyed the greatest prestige. In 1811 the printers were extending a tyrannous system of trades-unionism, when they came into conflict with the *Times*. The proprietor refused to submit to dictation, and the printers deserted in a body. But the paper was brought out with the aid of a few apprentices, and the backbone of the strike broken. Trades-unionism has never been recognized at the *Times* office, although the printers employed there are paid higher wages than the union rate. The steam press was also introduced by John Walter the second in the face of opposition on the part of his workmen.

In 1816 Mr. Walter bought Bearwood, a large estate forming an outlying part of Windsor Forest. Since that time, all the mechanical workers on the *Times* have been imported from the Bearwood tenants. Generation after generation is born into the establishment, and dies out of it. From roof to cellar the *Times* is a monument to the hereditary system.

In 1847 John Walter the second died, and the third of that name took his place. Mr. Walter's character is shown by a story related of him: During the Tae-Ping rebellion in China, Mr. Bowlby, the special correspondent of the *Times*, was seized and imprisoned with Sir Harry Parke, the British Minister. Mr. Bowlby had dared to tell the truth and he was slowly tortured to death. The story of his horrible fate was printed in the *Times*; but, after the regular edition was printed, the presses were stopped, and a single copy of another edition, containing a mild account of the death, was struck off and mailed to the correspondent's aged mother—so that she might never know how her son died. At present, John Walter the third's son Arthur Walter, owns the *Times*.

The article relates a large number of instances where the *Times* has made unpopular causes popular, and has caused changes of Government policy. The keynote of its success is said to have been its regard for the truth, and its fearlessness in always expressing it.

Mr. Creelman, in his enthusiasm, fails to notice one touch of typical English insularity about the *Times*. Until Geo. W. Smalley was recently appointed *Times* correspondent

in the United States, the *Times* had no United States correspondent, and entirely ignored American affairs, while having correspondents at the most insignificant of British Colonies.

COURAGE IN ADVERTISING.

The merchant who commences a campaign of advertising without the courage to carry it through should be dissuaded from beginning at all. Like a military campaign, it is not, as the old soldier said, "all beer and skittles." There are reverses, defeats and seeming losses in the career of the most successful advertisers as there have been in that of the most successful generals. The chances of war are occult. The winning side can often show the greatest scars and the smallest roll-call.

But, just as no general of any military training or experience would give up the campaign after one or two reverses, neither should an advertiser feel discomfited or discouraged because his first, second or third trial cost him more than he received from it.

Here the chances of advertising are occult. The weather is often the sole cause of a good and costly ad's failure. Many a "bargain" sale has been ruined because of heavy rains on the advertised day of sale. Hundreds of dollars sunk in newspaper space that brought next to no returns. Does the astute dry goods merchant give up business or stop advertising because of such a set back? Not much. He knows that neither the ad nor the mediums were to blame. On Jupiter Pluvius alone the responsibility rested, and as his action was unforeseen, there is nothing to do but "grin and bear it."

A man is often ill-advised when he takes his own advice, and frequently when he listens to others. I have known a really good advertisement completely spoiled by being placed in the wrong mediums.

If the timid advertiser "makes a bad break" at starting, or his efforts are nullified by any of the accidents of advertising, he stops short, declares such a drain on his finances would ruin him, and joins the ranks of that surly crowd which annoys the business world with its clap-trap about advertising not paying.

Courage—the courage to stick to your post—is as essential in advertising as in military warfare. You would despise a soldier who fled or laid down his arms at the first shot from the enemy's guns, and you can't admire the advertiser who has not "sand" enough to persevere after a slight reverse.

JOHN C. GRAHAM.

THE DRESS INSTINCT.

There is something about the big city, with its shop windows always full of the latest and loveliest in fashion and art, and its highways thronged with women wearing the most beautiful as well as the most costly garments, that not only inspires but creates a love for dress. Witness the hundreds of hard-working women in the park, each tricked out, so far as possible, in the "very latest." Was there a single last year's gown to be seen? Not a bit of it. Of course, the materials were not expensive, but the cut and the color were there, just as unmistakably as if the gown had been evolved in the smartest Fifth avenue emporium.—*New York Letter in Chicago Post.*

TELL all you know about your store,
'Twill make the public buy the more.

NOTES.

THE catch-word of the new hairpin invented by the De Long Bros. will be: "It sticks where it's stuck."

THE Portland *Oregonian* ad in the issue of PRINTERS' INK of September 18 was written by Mr. W. H. Adams, of Redwood City, Cal.

THE *Dry Goods Economist* of Sept. 26 is a 150-page "flag" number, with a "gorgeous" patriotic front cover, and the several portions of the issue are printed in red, white and blue.

THE Cleveland (Ohio) *Recorder* is issued every day except Sunday, and is supplied to readers for ten cents a month. This is the lowest price at which any United States daily is sold.

GEN. FELIX AGNUS, of the Baltimore *American*, possesses a copy of the first issue of his paper (Aug. 20, 1773), then called *Maryland Journal and Baltimore Advertiser*, which contains a real estate ad of George Washington's.

A NEW method of spoiling natural scenery for advertising purposes has been devised in Switzerland. Large white and yellow letters, placed on the bottom of the Lake of Geneva, are made visible on the surface by refraction. —*Newspaperdom*.

THE October number of *McClure's* might be termed a newspaper men's number. It contains an excellent article on the London *Times*, by Jas. Creelman, and one on the attack on the New York *Tribune* during the draft riots, by John Gilmer Speed.

THERE is but one newspaper in the world that is published in the interest of blind people—the *Weekly Summary*, of London, England. It was started in the spring of 1892, and now, after three and one-half years' experience in its unique field, claims subscribers in every quarter of the globe. It is printed in "raised" or Braille letters, and is considered a literary curiosity. It has been twice enlarged since the fall of 1892.

WANTED TO KNOW.

A proud papa from the center of Syracuse is boasting of the brightness of his ten-year old son. The said ten-year old was looking over a newspaper the other day. "Papa," he said, "I thought that Job and Lot was two different people?"

"Why, they were, my son."

"Well, this newspaper is off its base, then," said he of the ten years. "Look here! It says 'Job Lot' at the head of this advertisement. Who's he, then?"—*Syracuse Post*.

IN GREECE AND EGYPT.

Advertising is a very ancient practice. The British Museum possesses a collection of old Greek advertisements printed on leaden plates. The Egyptians were great advertisers. Papyrus leaves over three thousand years old have been found at Thebes describing slaves and criminals who had run away, and offering a reward for their capture; and at Pompeii ancient advertisements have been deciphered on the walls.—*Life Saver's Record*.

Don't waste your time in sighing
'Cause people are not buying,
But spend your time in trying
What ads will do for you.

"ORIGINAL" AD WRITING.

Inappropriateness is a word which covers a series of the most glaring faults to be found with writers of advertising. Publicity, to be effective and pregnant with results, must be fitting and harmonious. Incongruity will not win—ludicrousness sometimes does. An advertisement taking for its prelude a subject entirely foreign and unconnected with the goods designed to be sold, is not only a waste of money, but a positive damage to the seller. It is possible to make a readable and valuable advertisement for an article by talking about its opposite. For instance, if one desires to sell coal, he may readily use the summer heat as a mantle with which to surround his caloric-giving substance, and do it in an appropriate and catchy way, which will sell the coal. But, if one wishes to sell coal, there is no possible use in talking about feathers. If you sell baled hay, to give the subject of jewelry or a war in China undue prominence, with no connection, either ludicrous, or humorous, or otherwise, with baled hay, is a prostitution of the art of advertising.

With the rapid advancement of advertising methods and means has come an inordinate desire on the part of some writers to be unique and original, at the expense of logic, honesty, plainness of speech and common sense. It is a case of choking at a gnat and swallowing the camel, hump and all.

The extremist in ad writing sits down to his work with the firmly-rooted idea that, to gain publicity and fame, and to create merchandise sellers, he must use language which has never been previously aired, or, at least, not commonly. He must go back to the hieroglyphic age, in order to tell nineteenth century Americans that Jones' butter doesn't need shaving. He must struggle with the dead languages to convince folks that Brown's soap is made to wash with, and that it performs its duty well. He must exhaust the storehouses of ancient tradition and obsolete words to fully illustrate the simple fact that Smith can pull a tooth properly. He must twist the English language into uncouth shapes and sandwich it with quotations from Horace's odes and Shakespeare's sonnets to sufficiently impress the fact upon the reader that sugar is not sand, and that shoes are made of leather, instead of brown paper.

All these false ideas, and many more, must take their way through the new writer's brain, and, after a brief struggle and an unloved existence, be quenched with the cold water of common sense and understandable words before the first indication of a successful advertising vein can be reached.

After the advertisement constructor has passed through this crude and historic period, he begins to find out that perhaps the common herd is not up to his heights of rhetoric; that their education in things pertaining to the deluge has either been neglected or they don't appreciate it. And when he finally realizes and recognizes the fact that people who read advertising in 1895 are too sharp and shrewd and busy with money-making affairs to give attention to his poetical and historical high-class effusions, then, and then first, does he commence to write what people will give time to read.

When he arrives at this stage, he may consider his real value as a writer of ads to have commenced to show, if merit he possesses. Until such time the effort to attract public attention is unfruitful.—*Mich. Tradesman*.

A SOAP ad should be a clean ad.

OUTDOOR ADVERTISING.

The haphazard methods employed some years ago in the line of outdoor advertising are to-day in large measure done away with. This particular form of advertising has kept pace with the improved styles exhibited in other directions, and now advertising by means of signs and posters is carried on upon well regulated, systematic and business-like principles.

An advertiser can now buy certain spaces in various cities and have the guarantee that his advertisement will remain where it is placed for a stated time.

There are in every large city certain points of advantage which are always in demand—positions upon certain thoroughfares leading out from these cities which are eagerly sought for by advertisers desiring the greatest publicity. In nearly all the larger cities there is a perfect system of bulletin boards, covering all the most desirable points. Leases are made with the owners of good spaces, and the plan of covering these positions is carefully arranged, and the advertiser who desires to court the public eye by this method can rest assured that his advertisement will be well painted or well posted and that it will be protected and kept intact for so long a time as he may desire to pay for the position. In short, he knows what he is buying, and in this respect he is better off than the inexperienced buyer of newspaper space.

This system of covering a certain section is also carried throughout the country, and not only the highways but the byways and many almost inaccessible portions of mountain and riverside bear evidence to the persistent effort of the sign man to carry his art to every point where the eye of the traveler can be reached.

—Profitable Advertising.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

I WANT to rent or buy paying Republican weekly. "R." Printers' Ink.

FOREMAN wants position, daily or weekly. A1 references. "R." care Printers' Ink.

PRACTICAL man, with \$4,000, in Rep. paper. Fine opening. "WEST." Printers' Ink.

WANTED—A good practical job printer at once. Address HERALD, Iowa City, Iowa.

ADVERTISING man, 6 years' experience, desires to make a change. Address "B. H. F.," Printers' Ink.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 35,000 circulation, guaranteed.

REPORTER on daily. Five years' newspaper experience. Practical printer. Best of refs. Con. States pref. W. H. BRIGGS, Ipswich, S. D.

ACCOMPLISHED editor wishes permanent connection with evening paper. Salary no object if suited. Address "CAPITAL," care Printers' Ink.

WANTED—Experienced advertising man to take charge of advertising for a corporation, at reasonable salary. Address "L.," care Printers' Ink, with references.

TESTIMONIALS of noted men and women for good medicine house. Those who make a business of this work please address, with samples and terms, "C. M. H.," care Printers' Ink.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "MAK," care Printers' Ink.

\$99.99 BUYS latest, best 6x10 O. S. Gordon press. Other sizes in proportion. N. G. SANFORD, 56 Portland St., Cleveland, Ohio.

PRACTICAL printer and newspaper man wants to buy interest in an up-to-date newspaper and job office in town of 5,000. Trade center away from city. Central States preferred. Address, at once, Box 1086, Mechanicsburg, Ohio.

WANTED—If any of the spry business getters attached to some New York agency wants to try the Brooklyn field for us, we will give him a year's engagement on salary and commission. DESMOND DUNNE CO., Brooklyn Eagle Bldg.

MANAGING editor leading Cal. daily would like to make Eastern engagement as editorial writer, telegraph or city editor. Is practical, experienced, all-around newspaper man, capable of filling any position satisfactorily. Best references. Address "PACIFIC," care Printers' Ink.

WANT our Type Book! Yours for the asking. If you are looking for an unsurpassed assortment of types and borders for striking, effective ad display. We supplement it with the services of expert, specialist workmen. PATTE SON PERIODICAL PRESS, Worl 1 Building, New York.

HUSTLER—We want a man competent to make up forms quickly, set ads, and make himself generally useful on daily, Sunday and semi-weekly. Can't pay fancy price, but will pay all a man is worth to us. Write, giving particulars and state salary expected. Box 135, Washington, Indiana.

NOTICE TO PUBLISHERS OF PAPERS and magazines. Are you endeavoring to make your publication attractive to both subscribers and advertisers? Wouldn't an artistic and handsome heading improve its appearance and aid in securing both subscribers and advertising contracts? Sketch sent on approval—no charge if not accepted. Give exact size and wording. W. MOSELEY, 32 Hill St., Elgin, Ill.

FARMERS of the Dakotas are marketing a crop of over 60,000,000 bushels of wheat, 25,000,000 bushels of corn, etc., etc. There are only 600,000 people in the two States. The 1896 crop, with returns from over 300 creameries and cheese factories and the great stock ranges, will leave them an average of about a barrel of money each this fall. You can talk to them through the advertising columns of THE DAKOTA FARMER, Aberdeen, S. D. Ask any adv'g agency for rates.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

MISCELLANEOUS.

IN her POST-INTELLIGENCE Seattle has one of the four great papers of the Pacific Coast.—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv's.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 50c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be \$5,000.

If you wish to advertise anywhere as at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

PRESSWORK.

If you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. F. ADAMS & BRO., Topeka, Kan.

MERCANTILE LAW.

CAYANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DORNER, 85 Marion St., Cleveland, O.

KANSAS CITY and adjacent towns. All kinds of advertising matter, samples, etc., distributed. Signs nailed up. Wall signs painted, etc., etc. Good honest work at a reasonable price. THOS. J. KENNY, 1245 Broadway, Kansas City, Mo. Reference, Lyon Mfg. Co., Brooklyn, N. Y.; Evans Gallagher and Woodward Faxon Drug Co., Kansas City, Mo.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

PHYSICIANS of Prov. Ontario, Canada; 2,000 names and addresses. New, reliable list, fifty cents. D. N. BOOTHE, Oakville, Ontario, Can.

CARDS, wrappers and envelopes addressed to leading advertisers, \$2. per 1,000. Will X for space. TOWNSEND, 408 E. 2d, Minneapolis, Minn.

FRESH mail order addresses, received since August 1, '98. Price 75c. per M. Have 10,000, different States. Many good agents among them. S. M. BOWLES, Woodford City, Vermont.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME illustrations and initials for magazines, weeklies and general printing, sc. per inch. Sample pages for 3c stamp. AMERICAN ILLUSTRATING CO., Newark, N. J.

BUSINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 50 cents for a good one. Write about it. R. L. WILLIAMS, 83 L. & T. Bldg., Wash., D. C.

WE are satisfied to get a fraction of the cost for our outline cuts after using them. Original cuts, representing more than 20 departments of dry goods and house furnishings. Prices and proof sheets on application. MALLEY, NEELY & CO., New Haven, Conn.

ADVERTISING NOVELTIES.

PADS—Pencil pads for memorandums—any size to order—7c. lb. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & CARY CO., Holyoke, Mass.

ADVERTISING blotters, printed, \$2.50 per 1,000; size 4 1/2 x 7 1/2; good stock; 5,000 for \$10, cash with order. Y. I. AARON & CO., Printers and Stationers, 306 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRADE-WINNERS and money-makers: these are the qualities of our advertising novelties; the people want them. Write us for information. Largest plant in U. S. THE CURRENT PUB. CO., 1095 Filbert St., Philadelphia.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 213 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

JOB Printers' List of Prices and Estimate Guide. Contains actual figures for all job work, with instructions on estimating; price, \$1. H. G. BISHOP, 143 Bleecker St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1896 (issued June 18th). Describes and reports the circulation of 20,395 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St. (See ads under Adv. Constructors.)

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

PERFECT padding or blocking composition recipe mailed on receipt of \$1. Can be used in pressroom also instead of paste. FRED H. NICHOLS, Lynn, Mass.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

ADS set, proofs submitted, plates made. Doing it for leading ad writers, ad agents and general advertisers. New "Book of the Type" will introduce us to additional customers. A request brings it. PATTERSON PERIODICAL PRESS, World Building, New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfit, type, original borders. 250 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'd, 10 Spruce St., New York. Special prices to cash buyers.

1,000 XX. H. C. envelopes, white, 6 1/2, neatly printed, only \$1.50 spot cash. Samples for stamp. Send plain copy. JESTER ADV. CO., Eaton, Ind.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. P. H. BRESNAN, Successor to Walker & Bresnan, 301 to 305 William St., New York.

ENVELOPES, commercial, catalogue, calendar; any size, shape or quality; plain or well printed. Pure gum arabic used exclusively. Indicate your wants—our samples and prices will do the rest. BUFFALO ENVELOPE CO., Manufacturers, Buffalo, N. Y.

WE want to communicate with all printers who need power. Our gas and gasoline engines are cheaper and safer than either steam or electricity. Very simple, light in weight, started and stopped instantly. PHILADA. GAS ENGINE CO., 911 Walnut St., Philadelphia.

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address **GEO. F. HOWELL & CO.**

ADVERTISEMENT MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

SHOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

IF a horse goes lame we tell about it! People want local news. **Rockland, Me., DAILY STAR.**

IF you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE, 28 Park Row, New York.**

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

IN her Post INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast. **Harper's Weekly.**

H. D. LA COSTE, 28 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

IN all America there are only eight semi-monthlies which have so large a circulation as the **WISCONSIN AGRICULTURIST, Racine, Wis.**

ARE you advertising in Ohio? We invite your attention to the **Dayton MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **NEWS** and **TIMES** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address **H. D. LA COSTE, 28 Park Row, New York.**

ADVERTISEMENT CONSTRUCTORS.

PARAMORE.

APT ads. CURRAN.

SIX retail ads. \$3. **FRANK V. STUMP, Werner Building, Goshen, Ind.**

AD, with original outline cut, 35c. **OCTAVUS COHEN, 335 Forest Ave., N. Y.**

THAT "good Western man," **PARAMORE, of St. Louis. The pioneer catalogue compiler.**

TRANSLATING, business writing, ad-smithing. **CHAS. KAESSE, Printer, 45 S. Washington Sq., New York.**

FIRE insurance ads. 4 good ones, and a cut for each, for \$2. **W. CHANDLER STEWART, 4114 Elm Ave., Philadelphia.**

AM I a philanthropist because I write a booklet free? Not necessarily. **PARAMORE, Catalogue Compiler, 419 N. 4th St., St. Louis.**

ILLUSTRATED "advertising monthlies" written and printed. Valuable plan for large advertisers. Write, **CLIFTON WADY, Writer, Somerville, Boston, Mass.**

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have **WM. JOHNSTON, of Printers' Ink Press, do the printing.**

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

WRITE fully if you write it me at all. I do ad writing for men who mean business. If you merely want my booklet or specimens of work send me 10c. **M. L. CURRAN, 111 West 34th New York City.**

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING, South Bend, Ind.**

COMMON sense ads for common sense people. They drum up trade. I write them. **F. W. DECKER, 155 Chambers, Newburgh, N. Y.**

"MR. SCARBORO: The attractive and convincing way in which you have told our story is so satisfactory we have decided to put it into a booklet. **SOUTHWICK & CHURCH, Lock-Stub System of Cash Registry, 136 Liberty St., New York.**

I DON'T rent a Vanderbilt office in some large city. You get the benefit of this in price. Six retail ads, \$2; 1/2-page magazine ads, \$2. Satisfaction or money refunded. Send stamp for my new booklet, "Sharp Points." **FRANK V. STUMP, Goshen, Ind.**

GOOD Ad Construction demands printers' brains as well as writers' brains—and printers' materials, too. Our new "Book of the Type" shows what our expert and specialist compositors have to work with. It's free for the asking. **L'ATTESON PERIODICAL PRESS, World Building, New York.**

SOMETHING unique, that will set your town talking. Send me two of your ads and I will write, free of charge, a booklet that costs only \$4.90 per thousand to print; 8 pages and cover. There's a mystery here and I want to clear it up for you. **PARAMORE, Catalogue Compiler, 419 N. 4th St., St. Louis.**

HENRY HOLMES—5 ads and 5 cuts for \$2. For retailers only and only once to each—after that \$5 for 5 ads and 5 cuts. Cash with order every time—money back if you want it. Booklets, circulars, etc., at proportionate prices on the same terms. Orders without cash—waste basket. **HENRY HOLMES, 17 Beekman St., N. Y.**

MY prices: 5 reading notices (2 to 5 lines), \$4; 10 reading notices, \$8; 5 retail ads, \$5; 5 retail ads and 5 illustration cuts, \$7.50; 13 retail ads and 13 illustration cuts, \$16; booklets for retailers, \$2 a page. Special subjects cost more. Cash with order. Money back if I can't suit you. Send plenty of data to direct me. **JED SCARBORO, 48 Arbuckle Building, Brooklyn, N. Y.**

DRUG Goods, Drugs, Shoes and Groceries were the subjects of a number of 5 and 6 inch ads I wrote last week at 75c each. An electro of a neat and striking outline illustration went with each one. Made-to-order illustrated ads, at 75c each, are my "leader." Money back if you're not satisfied. Send plenty of facts about your business. **H. C. HAWKINS, Box 1252, Springfield, Mass.**

I WRITE truthful, brief, explicit ads on any subject. Medical ads, circulars, booklets, criticism on books and literature. I write the kind that sells goods. I write English, plain, every day, simple pure Anglo-Saxon. I live away from the metropolis, but I have my brains here; you get the advantage of that in the form of very reasonable prices. Uncle Sam attends to our correspondence safely. Send plenty of data. Address **CHARLES J. ZINGG, Farmington, Me.**

SOMETIMES the only medicine that a catalogue needs in order to make it profitable is an improvement in the appearance of the cover. This might not increase the expense. It is only a question of the art knowledge and the practical application of same by the printer. A printer having no knowledge of the laws governing design and ornamentation, as well as coloring, can in more (costly) time make a bungling job of what an expert could make perfect in half the time. When requiring printing that is not a "bungled job," but an artistic production, consult **THE LOTUS PRESS, 140 W. 23d St., N. Y.**

IT is with catalogues as with men, a small number play a great part, the rest are confounded with the multitude. The success of a catalogue is not a "chance," but lies on the well grounded principle that "the superior succeeds." This is the reason why so many business houses follow in the footsteps of the leaders and use printing for advertising purposes that will not be thrown away on account of its unattractive "get up," but use such as, by its tasty combination of colors and artistic "lay out" of type, will be a trophy in itself, regardless of its import—in such case it will be sure to reach the looked-for customer. When getting out your next catalogue consult **THE LOTUS PRESS, 140 W. 23d St., New York City.**

FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.

\$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

DOUBLE cylinder press; takes 7-column quarto; 3,500 an hour; good condition. "CHEAP," Printers' Ink.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

DAILY and weekly paper and job office. Established 8 years. Live city. Address "BUSINESS," Printers' Ink.

FOR SALE—A New York illustrated dramatic paper. For particulars call or address THE OPERA, 78 Maiden Lane, New York.

FOR SALE—A high-class monthly journal for home and youth will be sold cheap to quick buyer. "G. S.," 311 Euclid Ave., Pittsburgh, Pa.

FOR SALE—The names, occupation and post-office address of 6,000 residents of Macoupin County, Illinois. Address LUMKIN & CO., Carlinville, Illinois.

NEWSPAPER and job office, only office in Central New York town of 2,000. A bargain at \$2,500, with \$1,500 cash down. Address "M. L. B.," care Printers' Ink.

FOR SALE—Hoe Type Perfecting Press, seven column four or eight page, capacity of 12,000 per hour. In excellent condition. Will sell very low with terms to suit purchaser. NEWS PUBLISHING CO., McKeesport, Pa.

JOB PRINTING OUTFIT—Cylinder press 31x46, 3 10x15 Gordona, 1 Imperial, Peerless Cutter, perforator, wire stitcher, saw, looms, 180 cases type, wood type, stands, desks, etc. \$1,436; or lots to suit. "JOB," 13 Bratenahl Building, Cleveland, O.

FOR SALE—At a bargain, perfecting press and full outfit for getting out a daily or weekly paper. Everything as good as new. Great bargain for any one who wants a perfecting press. Will sell press or type separate. Address E. LEITH, 10 Spruce St., New York.

GOOD opportunity—Weekly newspaper for sale in town of 7,000 inhabitants, Central New York. Cylinder and four jobbers, paper cutter and large quantity of body and job type. Established twenty years. Ad. res., by letter only. L. E. BIRDSEYE, 443 Lexington Avenue, New York.

FOR SALE—The Cape Girardeau DEMOCRAT—daily and weekly. The only papers published in Cape Girardeau, a city of 6,000 population. The best newspaper and job office in the State of Missouri, outside of St. Louis and Kansas City. New material and new improved presses. Office doing a good business. Will sell for part cash and balance on easy terms. For further particulars address BEN H. ADAMS, Cape Girardeau, Mo.

ARRANGED BY STATES.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper.

HOLDS ITS PATRONS.

The Arkansas Gazette

Published at Little Rock, is one of the well-known mediums to which the following will apply, as most of the prominent newspaper advertisers who do business in its territory are fixtures in the columns of that paper: "Where a publication retains the bulk of its advertising year after year, its hold upon its customers speaks volumes for its value."—*Collector and Commercial Lawyer*.

CONNECTICUT.

NEW LONDON DAILY GLOBE, evening, one ct., fifth year, new management, growing circ'n.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,500.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the Daily San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address MERCURY, San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **\$13,000** guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—*From Printers' Ink*, issue of July 3, 1895.

ILLINOIS.

THE SCIMITAR covers Eastern Ill. Advertising rates on application. Charleston, Ill.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

THE Dubuque (Iowa) TELEGRAPH, daily and weekly, is a paper that judicious advertisers should include in their contracts. They are the best papers in Northern and Eastern Iowa. Send for sample copies and rates of advertising.

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The DAILY SENTINEL is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTERPRISE, Brockton, Mass. No inside ads.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

THE 800 DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

U. OF M. DAILY, Ann Arbor, reaches students of University of Michigan.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Amos'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

JACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the PATRIOT's columns. Information of H. D. LACOSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

THE RIPLEY ADVERTISER is the oldest paper in North Miss. and circulates in a rich farming section where dairy interests are developing. Wants advertising and offers low rates: 25 cents per inch per month, cash. Address C. A. ROBERTSON, Ripley, Miss. Circulation growing rapidly.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

REACH doctors—**MEDICAL FORTNIGHTLY** does it best. 1008 Olive, St. Louis.

TO reach the 50,000 lead and zinc mines of Southwest Missouri, use the columns of the **Webb City Daily and Weekly SENTINEL**. A live, progressive and up-to-date paper.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the **FRANK PRESS**, Lincoln, Neb., at 65 cts. per year; 8-page wkly; samples free. Write for particulars.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers send IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

SEE CORNING DISTRICT ERWORTH BANNER, under Pennsylvania. Guarantees 3,500 per issue.

ELMIRA
TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Thousand
Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

LARGEST circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA**, Springfield, O.

PENNSYLVANIA.

TIOGA CO., Pa., and **Steuben Co., N. Y.**, are the home field of the **ERWORTH BANNER**, a magazine in newspaper form. Ads 50c. per inch per issue, next reading. Wellsboro, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

DESIRABLE READERS and a good circulation are what advertisers receive in the **CHESTER TIMES**. 20,000 well-to-do, intelligent people read the **TIMES** with their supper every day. **WALLACE & SPROUL**, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,500 post-offices in South Carolina.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"**THE POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

CANADA.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The **DAILY RECORD** is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. **W. V. UTTLEY**, Business Manager.

MEXICO.

ADVERTISERS who have an article which every clime needs should not neglect **EL FARO**. Apartado 305, Mexico City.

SO. & CEN. AMERICA.

P PANAMA STAR & HERALD.
ANDREAS & CO., 82 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville, O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.
KENTUCKY and Tennessee farmers are harvesting the biggest and finest crops known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the **FARMERS' HOME JOURNAL** than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address **FARMERS' HOME JOURNAL**, Louisville, Ky.

A. P. A.

A. P. A. MAGAZINE, New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 25c. monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.
BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York.
The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.
THE HUB NEWS, 247 Broadway, N. Y.
The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

COLLEGE PUBLICATIONS.

THE MUHLBERG, Allentown, Pa. Circ'n 1,000.

COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulated among commercial travelers. Bona fide circ'n, 4,850.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year
THE WAVE, San Francisco, Cal. 13,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

GERMAN.

KANSAS CITY (Mo.) PRESSE, daily 4,500, w'ly 5,500.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.
Goes to Hardware Dealers.
D. T. MALLETT, Publisher, 371 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 1304 E. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila. Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn. and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.
MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Mississippi Valley between St. Louis and New Orleans. Established 1880.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que. Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PHILATELY.

AMERICAN PHILATELIC MAGAZINE, Omaha, Neb. Monthly. Stamp men like it.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City Mo.

SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

SKANDINAVIAN.

THE highest circulation rating of any Skandinavian paper in America is accorded to the **DECORAH-POSTEN OG VED ARNEN**, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—From *Printers' Ink*, issue of May 18, 1888.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WELSH.

Y DRYCH. For half a century the national organ of the Welsh people. Weekly issue 13,000 copies. For advertising rates address Y DRYCH, Utica, N. Y.

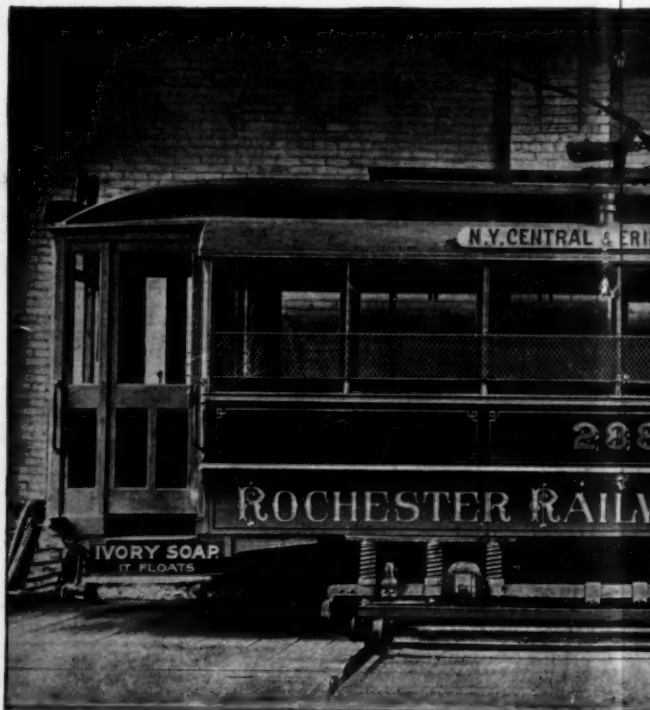
WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

After Three Years' Hard Work We

..... in securing the privilege of outside step-riser and cars, four on each car. Contracts for one or more y

These signs are not only seen by all who get on the cars but by everybody in the streets as well.



— For rates, etc., address or apply to

CARLETON & KISSAM

We Have Succeeded

er and cab signs (as per illustration) on the Rochester, N. Y.,
more years can now be placed. We also control inside as well.



Signs
to be of
enameled
iron
insuring
attractive
display
and
permanent
colors
and
quality.

16 STATE STREET, ROCHESTER, N. Y.
POSTAL TELEGRAPH BUILDING, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate. If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICE: No. 10 SPRUCE STREET.
CHICAGO AGENTS,
BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.
LONDON AGENT,
F. W. SEARS, 138 Fleet St.

NEW YORK, OCTOBER 9, 1895.

THE best ad can become old.

LET your ad get in early and keep it there.

HARD facts are better than glowing imagery.

THERE is as much difference in ads as in salesmen.

LITTLE words have often great power if rightly arranged.

STUDY your goods and then build the ad around them.

REITERATION is the secret of the advertisement's power.

THE proper summer resort for a merchant is advertising.

METHOD and manner is of greater importance than matter in advertising.

DO NOT stop your advertising as soon as people begin to get acquainted with it.

STRENGTH in an ad is the degree of tenacity with which it holds to the memory.

A GOOD ad can say more in ten seconds than a good clerk can in ten minutes.

IN a great many cases the name sells the goods; but advertising made the name familiar.

TO CONSTRUCT a good ad it is not necessary to resort to quaint speech or fantastic ideas.

A GOOD advertisement is not an end in itself. It is simply a means to an end—more business. Many advertisements that appear excellent are found wanting when weighed by this standard.

WELLS, RICHARDSON & Co., proprietors of Paines' Celery Compound, are said to use 21,000 gross of bottles annually, and the proprietors of Hood's Sarsaparilla purchase 25,000 gross. These are thought to be the two largest sellers of all the patent medicines in the world. A sale of 25,000 gross of bottles means over \$3,000,000 a year, at the retail price, and over \$2,000,000 to the proprietors.

W. R. HEARST, owner of the San Francisco *Examiner*, has bought the New York *Morning Journal*. Mr. C. M. Palmer, who was for many years business manager of the *Examiner*, will be in charge of the business end, and Samuel S. Chamberlain, who for years has been so closely associated with James Gordon Bennett, will be managing editor. The paper will be continued as a one-cent publication, but will be enlarged and otherwise improved.

THE qualities which differentiate an advertised article from others in its line should form the keynote of its advertising. A food preparation, for example, may be more digestible or more nutritious or more palatable than its competitors. These are the points to impress on the public mind. A general statement of excellence may be a good foundation for occasional ads; but a constant reiteration of the specific details or merits which set a product above and apart from its class is the mainstay of all good advertising.

If the strongest impression a man makes on people is that he is trying assiduously to make a good impression, he never does make one. The good impression should come without any effort on his part, simply because he possesses the qualities that make a good impression. If any outside effort is required, it shows that he lacks those qualities. If the strongest point about an ad is that it appears to be trying excessively to make a good impression, the natural inference is, that there is no basis for the good impression it desires to make.

THE merchant, who at the beginning of the year plans and systematizes his advertising and makes a definite appropriation, will find that such an arrangement will strengthen him in refusing to patronize advertising schemes which only enrich the schemer.

THE interviews now appearing in PRINTERS' INK on how certain people read the newspapers suggest a pertinent thought. It is that the wealthier classes do not read advertising as much as "the million." The former class usually patronizes a number of high-class tradesmen, and is apt to get into a rut, as Mrs. Grannis suggests, in the purchase of life necessities. The latter class, however, is bent on economizing, and reads advertisements as a matter of domestic economy. It is from them that the advertiser can expect most.

THE New York Police Board awarded the advertising concerning election matters to the Republican *Tribune* and the Democratic *Mercury*. The first named receives \$2.50 per thousand ems for the service and the latter one-fifth as much. The contract was awarded to the lowest bidders, and by this method a saving resulted, estimated by the Commissioners at \$48,000. According to the New York *Evening Post*, of Monday, Sept. 30, the following is President Roosevelt's account of the matter:

"This advertising in the past has been used to punish foes and reward friends. It has been given at a price for political support and taken away as a punishment when the paper proved offensive to those who controlled the action of the Commissioners. I wanted above all things to get at some automatic way by which to render impossible the use of the printing for such ends. To endeavor to find out what papers possessed the largest circulation implied wading through a considerable quantity of perjury, if I am to accept as true what each paper told me of several others, and it seemed best and most business-like to do as we have done; that is, to take a dozen of the leading papers of the city, including all the daily papers of much circulation so far as we knew them, and then among these to let out the advertising to the lowest bidder."

DURING the week ending Wednesday, October 2, four hundred and sixty paid-in-advance subscribers were added to PRINTERS' INK's subscription list.

"It is the best paper in Massachusetts. It has more virility, more following, more influence than any other paper in New England. It has more cussedness and gets more cussing than any other paper. It has a mind of its own. Its present editor is, in some respects, an improvement upon any previous one. The paper makes money." The above is what an old and experienced journalist recently said to a representative of PRINTERS' INK, in answer to a question concerning the present standing of the Springfield *Republican* and its right to be classed as a leading and influential newspaper.

MR. HOPKINS ON ADVERTISING.

Mr. Claude C. Hopkins, who manages Swift & Co.'s advertising, was recently interviewed by *Results*, and from a mass of terse and telling statements the following are selected:

Scarcely two articles advertised will admit of the same kind of treatment. One must study his article, his clientele, his field, and adapt his style to them.

You cannot make yourself ridiculous and then talk business to advantage.

There is just as much reason for displaying facts attractively as there is for displaying merchandise that way.

There is no one style that is the best style. There never will be. The range of styles can be as wide as the range of individualities.

It is foolish to lay down rules in advertising. It is a matter of judgment. A millionaire might as well formulate rules for becoming a millionaire.

I do not think that advertisers need to fairly hold up people to get them to listen. I do not believe that people like to be held up.

You cannot keep in a paper which a woman reads without her noting you. If she has a use for your article—she will find it—in time.

Making advertising pay means making the business pay.

The ads which carry the most conviction are the ads that are most sincere.

I would not publish by circulars what I could reasonably publish by newspapers. Whatever one wants to say to all people can be cheapest said in the newspapers. And there is no waste in distribution, no uncertainty about reaching the readers.

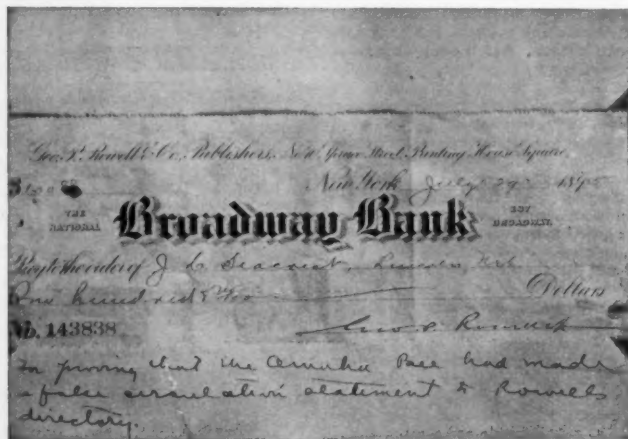
THE BLACKMAILING NEWSPAPER DIRECTORY.

When a newspaper publisher finds himself unable to get the circulation of his paper stated in the American Newspaper Directory at as high figures as he would like, without telling what his circulation really has been and signing his statement, so that there may be no mistake about it, it is a somewhat common practice, after the Directory has appeared, to accuse its publishers of being blackmailers, and to assert that the Directory rating would have been quite different if the publisher of the newspaper had had an advertisement in the Directory. Some-

posure to the lack of advertising patronage accorded by his paper to the Directory, notwithstanding the fact that he did have and pay for one of the biggest advertisements that the book ever contained, and in the most conspicuous position, too.

A REVELATION TO LONDONERS.

Miss Virginia Pope, of Buffalo, who has won a reputation as a window-dresser, tells how she introduced the habit of arranging attractive candy windows in England. She says the confectioners there had absolutely no idea of making a tasteful display. "In the sweet shops, as they are called, the windows usually contained a great mass of cheap candy, to the height of two or three feet. Then on the few shelves above there were jars of candy. The candy in the bottom was not changed for months, and you can imagine



times it turns out that the publisher making the complaint does have the biggest kind of an advertisement in the Directory, and very likely some such may have thought that the giving of the advertisement would have a bearing upon the circulation rating accorded to his paper. A few publishers find out every year that circulation ratings in the Directory are not to be bought; but it takes a long time to educate all. Mr. Rosewater, of the Omaha, Nebraska, Bee, having caused a circulation statement to be sent in that was not true, and his neighbor of the Lincoln Journal having exposed the fraud and pocketed the reward, Mr. Rosewater now attributes his ex-

how it looked after the dust of days had settled upon it and the heat had partially melted it. We obtained a beautiful shop, and I spared no pains nor money to make our windows as beautiful as possible. The pretty draperies, fancy boxes, brass trays and artistic arrangement of our shop, to say nothing of the hard candies, chips, buttercups and the like, were a positive revelation to the Londoners, and they flocked to us, and bought us out over and over again. Of course I changed the window decorations every night, and I found the shutters with which they cover the windows most convenient, as I could see my decorations reflected against them, through the glass. One day I arranged the windows like those of a fish monger, using papier mache fishes and lobsters and favors made to resemble oysters, placing them all on marbled oilcloth. Would you believe it, the display was so natural that officers came in to arrest us, saying that no fishmonger's shop was permitted in Regent street! —New York World.

THE SCRIPPS' PAPERS.

Whether newspapers mold public opinion or are molded by it—whether the press is the lamp that lights the world or the reflection of a white blaze that the universe itself generates—whether the active cause or the passive result of things that be, need not be debated in this story of a New Idea in Journalism.

The circulation of one million copies of newspapers daily as the result of a single idea is a circumstance important enough to warrant the telling of this story. No effect exists without a sufficient cause. The cause in this case is found in the character of the Scripps family, the members of which combine natural ability and inherent forcefulness with the clear-sightedness which enabled them to judge men aright, and choose for their employees men who will some day be able to take up the work they began and carry it on to full fruition.

THE SCRIPPS' ANCESTRY—THE PRESENT MEMBERS NOT THE FIRST OF THE LINE TO ACHIEVE DISTINCTION.

The family in the seventeenth and eighteenth centuries was conspicuous in English affairs. Among its collateral members were such men as John Locke, the philosopher, and Dr. Jenner, the discoverer.

The grandfather of the present journalistic family of Scripps was Wm. A. Scripps, a London newspaper publisher. The father and mother of William A., with all the children except William, sailed from London to the United States May 1, 1791. After a year's stay at Alexandria, Va., the family settled on a poor, mountain farm near Morgantown, W. Va.

There the farmer and his boys farmed in the summer, and the father made and mended boots in the win-

ter. In 1809 the family removed to Cape Girardeau County, Missouri.

William A. had remained behind, because his position as clerk was too good to be given up. A few months later he became publisher of the *True Briton*, a London morning daily. In 1800 the then publisher of the *Sun*, an evening newspaper in London, absconded and William A. Scripps was put in his place. In 1820 William became publisher of the *Literary Gazette* (weekly), of London, adding thereto the kindred occupation of newsdealer, and these he continued nearly to the time of his death in 1851.

While publisher of the *True Briton*,

William married a dowerless girl. One of his children was James Mogg Scripps, the father of the present journalistic family. James followed the book-binder's trade in London, married twice and had a family of six, with whom, after the death of his second wife, he emigrated to the United States in 1844. He settled with his family in Rushville, Ill., where he married again and became father of five more children. He died in 1873.



WILLIAM A. SCRIPPS.

The first member of the family of James Mogg Scripps to enter journalism was James E. Scripps, later the founder of the *Detroit Evening News*, the first successful high-class two-cent daily paper issued west of the Allegheny Mountains. James E. was born in London in 1835. James worked in his uncle's tannery in Rushville, and in a brickyard for two years, after which he taught school a year. About the time he became 21 he went to Chicago and for a year kept books.

In Chicago resided his distinguished uncle, John Locke Scripps, who, together with John W. Wheeler and one Stuart, had founded the *Tribune*. John Locke Scripps was a warm friend

of Abraham Lincoln, and by his appointment served subsequently as postmaster of Chicago. He turned James' attention to journalism, giving him a position on the *Democratic Daily Press*, of which he himself was then editor.

In 1858 the *Press* was merged into the *Tribune*. A year later the *Tribune* assigned, and in the reorganization James E. was discharged. He almost immediately secured the position of financial and commercial editor of the *Detroit Advertiser*. In '61 he was given a stock interest in the *Advertiser* and became its editor. Through his efforts the *Advertiser* obtained control of the *Detroit Tribune*, and merged the two papers into one, which retained the name of the *Tribune*. The new company prospered from the start, and for twelve years James E. Scripps was alternately editor and business manager.

Mr. Scripps wanted the afternoon edition reduced in size, supplied with better reading matter and made cheaper in price. His associates steadfastly refused to permit the experiment, and he left the paper. His younger brother, William A., resigned at the same time. They soon after began to arrange for the issuance of a paper which should embody the new principle in journalism.

THE VENTURE LAUNCHED WITH THE
FOUNDING OF THE DETROIT "EVEN-
ING NEWS."

The initial copy of the *Detroit Evening News* appeared August 23, 1873. It began with a circulation of 10,000. It was a four-page, six-column sheet, the columns being two inches wide, a peculiar and distinctive form. The price was two cents. At this time the other daily papers of Detroit were selling at five cents. Its salutatory, signed by James E. Scripps, gave the outline of the new idea thus:

For the size of the city and the amount of

money that is expended upon the old dailies, their circulation is much too small. To the great majority of the people of Detroit \$12 a year is a burdensome tax, and compels thousands who otherwise would be habitual readers to deprive themselves of the luxury of a daily paper. I believe that the wide diffusion of wholesome literature is a public good, and that this might be very greatly promoted by placing the subscription price of the newspaper so low as to bring it within the means of every one.

This same expensiveness compels publishers to charge high rates for advertising, while the advertiser, seeing no adequate return from the expenditure, soon begins to complain that it does not pay to advertise.

The old papers are so large that the cost for white paper and for typesetting to fill them up impoverishes the fund that might otherwise be devoted to obtaining a more careful gleanings of news, choicer literary production and abler editorial reading. * * *

In my opinion there should be papers in which only such things are published as are of interest to the great mass of readers. Such papers will be small, but readable. They will be useful to all classes who desire to keep up with the news of the day, yet have but a limited time to look over the papers. They will be within the reach of all, as their cost will be far below that of the journals of the old style.

Popularity and usefulness are our only aim; the wants of the great public our only criterions in the choice of matter for our columns.

A hundred times it has been asked what are to be the politics of the *Evening News*. Once for all, let it be understood that the paper is what its name imports, a plain and faithful picture of

what is going on in the great world around us, and especially in our immediate vicinity. Opinion, as well as fact, will be faithfully portrayed, and the reader will at least have the utmost light possible thrown on every subject and upon every side thereof. Conclusions each can draw for himself. Nineteenth-century Americans need not to have their opinions molded for them by the newspaper press. Give the public the facts and the arguments on both sides, if arguments there be, and they will quickly determine the right or wrong in each case.

The circulation grew steadily. The *Daily Union* was consolidated with it. For a few months the *News* was run at a loss, but soon the daily balance sheet began to show a profit quite frequently, and at the end of the first calendar year, December 31, 1874, showed a profit of \$9,000. Its circulation continued to expand until it



REV. JOHN SCRIPPS.

reached 60,000, the present figure. Early in its life the *News* adopted the practice, then surprisingly new, of printing daily the true circulation figures and opening its press-room to the public.

From the beginning the *Evening News* was a Scripps family enterprise. Employed upon it, besides James E., were his sister, Ellen B., in the editorial department; his two brothers, William A. and George H., in the business office, and his half-brother, Edward W., in the circulation department. Some of these also were represented in the stock of the company by small amounts. James E. has held from the first the largely preponderating share of the stock, giving him absolute control.

When the *News* was started Edward W. Scripps was one of the circulation contractors. He worked up a valuable newspaper route, and hired a boy to deliver for him, and then worked up another route; and so on until his routes brought him an income of \$40 a week. Still having leisure, he became a member of the local staff of the *News*. He did his reportorial work and managed his routes simultaneously. Later he became legislative correspondent of the *News* at the State capital. In '78 he accompanied his half-brother, George H., on a trip to Europe. On their return in the fall they found their places on the paper well filled.

After consultation with James E., the Nestor of the family, George H. and Edward W. resolved to go to Cleveland, O., and to start a cheap evening newspaper, after the general model of the *News*.

George H.'s substitute during his European vacation was John Scripps Sweeney, a second cousin to the

Scripps. Finally it was decided that George should reassume the business managership of the *News*, and that Edward Scripps and John Sweeney should make the Cleveland venture.

TAKING DEEPER ROOT, THE IDEA SENDS OFF RAMIFICATIONS TO CLEVELAND, ST. LOUIS AND BUFFALO.

The *Cleveland Press*, a four-page, six-column afternoon daily, at one cent a copy, was started Nov. 2, 1878. From the beginning the undertaking was a success. Edward W. Scripps was the editor, John S. Sweeney the business

manager and William Henry Little, who came from Detroit, was its city editor.

Seeking still more fields to conquer, Ed Scripps and his half brother, George H., two years later went to St. Louis and started there the *St. Louis Evening Chronicle*, a two-cent, four-page, six-column afternoon daily. The first number appeared July 31, 1880.

It grew rapidly in popular appreciation and favor, its circulation increasing steadily, until it now exceeds 100,000 copies daily—the largest circulation west of the Mississippi River. The

stockholders of the *Chronicle* at the beginning were James E., George H., William A., Ellen B., and Edward W. Scripps and Stanley Waterloo. George H. Scripps was its business manager. Edward W. was its editor, and Stanley Waterloo, a well-known St. Louis journalist, its city editor. Later Edward W. secured by purchase a majority of the stock, which he still owns.

When the *St. Louis Chronicle Company* came to be formed, and it was found that the Scripps and Stanley Waterloo held all the stock, three men were much disappointed. These were John S. Sweeney, of the *Cleveland*



JAMES E. SCRIPPS.

Press; Henry Little, its city editor, and Michael J. Dee, managing editor of the *Detroit News*. They thereupon in November, '80, started the *Buffalo Evening Telegraph*, the stockholders of which were themselves and James E. Scripps. There was delay in getting a press and the *Buffalo Evening News* was started 10 days in advance of the *Telegraph*. In '82 the *Telegraph* was sold to the rival newspaper.

AND NEXT INTO THE FOLD COMES THE CINCINNATI "POST," ADOPTED IN ITS INFANCY—THE "KENTUCKY POST" IS BORN.

In the winter of 1880 two brothers named Wellman came from Canton, O., with \$600 cash to Cincinnati, and on January 3, 1881, issued the first number of *The Penny Paper*, as it was then styled. A very few weeks sufficed to exhaust the slender resources of the brothers, and James E. Scripps was with some difficulty persuaded to put in \$600, in return for which he was allowed to appoint the business manager.

The Wellman brothers each received one-fifth of the stock, James E. Scripps two-fifths, and the business manager, for his \$300, received the remaining one-fifth. James E. sent Charles A. Worthington, of Detroit, to be business manager of *The Penny Paper*.

A year or two later Edward W. Scripps bought up the Wellman and Worthington stocks, and thus the practical ownership of the paper was transferred from James E. to Edward W. In August, 1882, James E. sent down to Cincinnati to assume charge of the advertising department of *The Penny Paper* Milton A. McRae, whose name thereafter was to be associated prominently with that of the Scripps

in many newspaper enterprises. Within eighteen months of his arrival he succeeded to the business managership of *The Penny Paper*, which by that time had become *The Penny Post*.

From the time the Scripps took hold of *The Penny Paper* it thrived apace, and ere long began paying dividends, which never have suffered an interruption. The circulation, which was only a few thousand daily when the Scripps bought the paper, has mounted upward, until now it is 125,000 a day.

The latest arrival in this family of

Scripps journals is the *Kentucky Post*, which has its home in Covington, Ky., and which was begun May 1, 1891. For some months the *Kentucky Post* was owned and operated by the Cincinnati *Post*, but on Oct. 25, 1892, the Scripps-McRae Publishing Company was incorporated and organized by E. W. Scripps, George H. Scripps, James E. Scripps and M. A. McRae. This company assumed the ownership. Its first editor was William P. Campbell, a bright young Kentucky journalist. Its business manager was A. L. Calvert, who had had two years' careful business training under Mr. McRae in the advertising department of the Cincinnati *Post*. The *Kentucky Post* was an immediate success, and its circulation at present exceeds 11,000 daily.

Besides the members of the Scripps family of journals already named there are six other dailies widely scattered throughout the United States owned by relatives of the Scripps and with more or less Scripps capital silently invested in some of them. They are the *Indianapolis Sun* and the *Baltimore World*, owned by John S. Sweeney; the *Chicago Mail* and the *Grand Rapids Press*, owned by George



GEORGE H. SCRIPPS,
Treasurer Scripps-McRae League.

G. Booth, son-in-law of James E. Scripps; the San Diegan *Sun* and the Los Angeles *Record*, owned by E. W. Scripps and Paul H. Blades, the husband of Mary Frances Bagby, who is a second cousin of the Scripps.

THE FIRST SCRIPPS LEAGUE—THE EX-
INCENCIES THAT LED TO ITS FORMA-
TION AND THE CIRCUMSTANCES
THAT LED TO ITS DISCONTINUANCE.

The Scripps family of journals, once begun, came very fast. The first was born, as we have seen, in November, '78; the second, eight months later; the third, four months later still, and the fourth, not yet able to walk, was adopted only six months after that. They almost might as well have been quadruplets. Of course, the problem was how to nurse so many infants at once. There were not enough nurses to go round. In others words, there were not enough trained, tried and trusted editors and business managers to give one editor and manager to each paper. Out of this difficulty grew in the summer of 1881 the first Scripps League.

The Scripps League was an organization for the joint editorial and business management of the Cleveland *Press*, the St. Louis *Chronicle*, the Buffalo *Telegraph*, and the Cincinnati *Penny Paper*, afterward named the *Post*, by "The Scripps Publishing Company," organized June 6, 1881, under the laws of Michigan, with a capital stock of \$100,000, of which \$80,000 was issued. Its incorporators were the Scripps and John S. Sweeney.

John S. Sweeney was elected general manager or financial superintendent, while Edward W. Scripps was chosen editorial superintendent. Henry

Little acted as acting editorial superintendent during a visit of Edward W. Scripps to Europe that year.

The central idea of the League was to strengthen the weaker papers through the stronger ones. A joint advertising bureau was established in New York and other co-operative features introduced.

James E. Scripps was not the inventor of the League. He believed newspapers should be individual. With James E. inimical on general principles, and John Sweeney quick to resent adverse criticism of his firm and

autocratic management, the first Scripps League, although really successful during the two years of its continuance, had to succumb.

The Scripps Publishing Company remained as before, but with its ownership and control confined to the Cleveland *Press*. The pooled stock of the other papers was returned to its owners respectively. In the following year the Buffalo *Telegraph* was sold and Edward W. Scripps acquired a controlling interest in the St. Louis *Chronicle* and the Cincinnati *Penny Paper*.



EDWARD W. SCRIPPS,
President Scripps-McRae League.

THE SECOND
LEAGUE—HOW

IT CAME ABOUT AND SOME OF THE
NOTABLE THINGS IT ACHIEVED.

The second Scripps League was formed early in '87, as a result of the necessity for James E. to take a long trip in Europe for his health. He had a very high appreciation of the journalistic genius of his brother Edward, and was willing to make no other man his substitute in the management of the Detroit *News* during his absence.

But Edward W. at that time was in the thick of the fight at Cincinnati and St. Louis and could not be spared. The difficulty was overcome by placing

Edward W. in supreme control of the four papers, namely, the *Detroit News*, the *Cleveland Press*, the *St. Louis Chronicle* and the *Cincinnati Post*, as both financial and editorial superintendent.

All the general features of the previous League were reproduced and others were added. A prominent new feature was the establishment in New York of a Scripps League Bureau for the collection and transmission of news by wire and mail and for the preparation of literary features. This bureau in its news department was duplicated later at Chicago and at Washington.

The distinctive character of this second Scripps League was marked upon it by the great and costly expeditions which it sent forth on tours of investigation and exploration. A force of five reporters was sent through the Southern States to investigate and to report truthfully upon the election methods prevailing therein, with special reference to the reported suppression of the negro vote. The work was done ably by Correspondents Williams, Shaw, Dunbar, Hinman and Troy, some of whom had exciting adventures in the prosecution of their task.

In the following spring the Scripps League sent E. H. Wells, a reporter on the *Cincinnati Post*, to Alaska to explore the Yukon from its source to its mouth. He successfully accomplished his task and mapped a large region of unexplored territory.

In the summer of 1889 the Universal Exposition was held in Paris. At a meeting of the League, held early that year, G. G. Booth, of the *Detroit News*, suggested that the League send to Paris two or three representative

workingmen of the United States, to write up the exposition from a workman's standpoint. The proposal was adopted. In that shape it came officially to the notice of Edward W. Scripps.

He enlarged and improved this modest proposal into that journalistic achievement of 1889, which ranks in the history of American journalism with the Stanley expedition of the *New York Herald*. "The Scripps League American Workingmen's Expedition" consisted of forty prominent representatives of as many trades, the

trades organizations themselves having been consulted in the choice. To these were added nine others, editors, correspondents, etc., making forty-nine in all. The expedition sailed from New York July 24, 1889. The company visited the leading manufacturing cities of England, France, Belgium, Holland and Germany. The chief stay, of course, was made in Paris, at the Exposition; but not only there, but also at all the other places, the shops and the homes of the workingmen were visited.

The coming of the expedition to Europe and its passage from city

to city and from factory to factory, made a great stir in all the prominent places visited. Distinguished hospitality was shown to the members everywhere; in fact, to a greater degree than was compatible with the serious purpose of the expedition, as planned by Mr. Scripps. The receptions tended to convert the trip more into a sight-seeing and pleasuring journey than was expected or desired.

The expedition returned to New York Sept. 31, 1889, having been absent a little over seven weeks. The entire expense of the trip was borne



MILTON A. McRAE,
General Manager Scripps-McRae League.

by the Scripps League, the total outlay having been about \$15,000.

James E. Scripps soon thereafter returned from Europe and the dissolution of the League followed almost immediately. He found the revenues of all the papers largely increased; but then the expenditures had increased in still larger proportions. Without waiting for the increased expenditures to bear their fruit, it was decided to set everything back to where it was before he went away.

During this period, at the instigation of Edward W. Scripps, but entirely by the energy and skill of Lemuel T. Atwood, at that time editor of the *Post*, a system of editorial statistics was invented and perfected and was introduced into the editorial offices of all the League papers. This system of editorial statistics remains in force in the editorial offices of all the League newspapers except the *Detroit News*.

The effect upon James E. Scripps of the second League and of the consequent controversies between him and his brother, was to confirm and settle him in an entire reprobation of the league system.



L. T. ATWOOD.

AS NOW CONSTITUTED — PRISON
SCRIPPS-McRAE LEAGUE — ITS THEORY
— ORGANIZATION — SCOPE AND MAN-
AGEMENT.

The present Scripps-McRae League was formed July 1, 1895, by Edward W. and George H. Scripps and Milton A. McRae, by pooling their stock in the *Cleveland Press*, the *St. Louis Chronicle*, the *Cincinnati Post* and the *Kentucky Post*. The Messrs. Scripps own stock in all four papers and Mr. McRae owns stock in the *St. Louis Chronicle*, the *Cincinnati Post* and the *Kentucky Post*.

The officers of the Scripps-McRae League are: Edward W. Scripps,

president; George H. Scripps, treasurer, and M. A. McRae, secretary. Edward W. is also editorial superintendent and M. A. McRae financial superintendent. In the absence of Edward W. Scripps, Lemuel T. Atwood acts as his agent in the editorial superintendency of the League and wields his authority. Mr. Atwood is the better qualified for this position by more than a year's service as Mr. Scripps' agent in the editorial management of the *Cincinnati Post* and of the *St. Louis Chronicle*.

The new League intends to profit by the mistakes of its two predecessors, and, with the assistance and co-operation of the reading public of the *St. Lawrence*, the *Ohio* and the *Mississippi* valleys, to demonstrate that usefulness and opportuneness which, as they have been led to believe, resides in the idea of league management of newspaper properties.

THE CHIEF BUILDERS OF A GREAT AND EVER-GROWING SUCCESS—SOMETHING ABOUT THOSE WHO HAVE HELPED IN THIS VAST WORK.

In the telling of the foregoing story

there has been interwoven much of the career of James E. Scripps. It will suffice to tell, regarding him, a very few more facts. In 1862, at the age of 27, he married Harriet J. Messenger, whose parental home was in Southern Vermont. He has four children—three girls and one boy. The younger girl and only boy brighten the home; the two oldest girls are married. Mr. Scripps has traveled widely on both continents. He was the chief founder of the *Detroit Art Museum* and has contributed freely both funds and works of art. He takes sincere and artistic pleasure in the performance of his duties as one

of the park commissioners of Detroit.

When James E. Scripps established the *Detroit News* his half-brother, Edward W., was scarcely more than a boy. How he worked up profitable routes on the *News*, subsequently entered the editorial department and gradually grew to be owner of much valuable newspaper property, has been told in the previous recountal. Edward W. Scripps, now at the age of 41, resides with his wife and family of several young children at Westchester, O., near Cincinnati, during each summer, and upon his ranch near San Diego, Cal., during each winter.

Milton A. McKee was born in Detroit 37 years ago. He worked as a reporter on the *Evening Sun* and in the advertising department of the *Detroit News*. In August, 1882, he was sent to Cincinnati to manage the advertising of the then named *Penny Paper*. In a year or so he became business manager, and he retained that position up to the time of the formation of the present League. In 1887 he became general manager of the *St. Louis Chronicle* also.

William A. Scripps is 57 years of age. He has owned stock in several of the Scripps papers, and has served actively in the business offices of the *Detroit News* and of the *St. Louis Chronicle*. At present he is superintendent of his brother Edward's large ranch in San Diego.

There is not a paper of the Scripps family of journals in whose inner council of direction Ellen Browning Scripps has not sat. In the deliberations and conclusions of these bodies, hers has been a potent influence. She has never married, and so unselfishly has she invested her freedom from domestic cares and exactions, in the service of her brothers, and through them and their papers in the service of the public, that thus she has achieved a usefulness equaled in degree and extent by few other women of our generation.

George H. Scripps was aged 5 when the motherless family came from London. In 1862 he enlisted in the Twenty-seventh Michigan Infantry, being aged 22, but in 18 months was honorably discharged on account of invalidism resulting from hardships.

He returned to Rushville to the farm, and, in a measure, recovered his health. Ten years later, when the *News* was started in Detroit, he invested his money in the paper and

became its business manager. In 1878 he helped establish the *Cleveland Press* and later the *St. Louis Chronicle*. He now has offices in the homes of each of the papers of the Scripps-McKee League, of which he is treasurer.

A practical printer, a lawyer, a doctor, a politician, a county clerk, a superintendent of schools and a journalist was William Henry Little before he had arrived at the age of twenty-three. He joined the *Detroit News* staff in 1874. Subsequently, Little aided in establishing the *Cleveland Press* and later the *Buffalo Telegraph*. Mr. Little is now assistant postmaster of St. Louis.

Beginning as office boy at \$6 a week, John Scripps Sweeney advanced steadily until he became business manager of the *News*. His part in the establishment of the *Cleveland Press* was an important one. Mr. Sweeney is now the owner of the *Indianapolis Sun* and the *Baltimore World*.

Robert B. Ross was born in Edinburgh, Scotland, came to this country at thirteen and learned typesetting in Toronto. In 1871 he went to the *Detroit Tribune* and in 1873 he joined the *Detroit News*. Later he joined the staff of the *Cleveland Press*, and, after a short time, he went to Cincinnati to assume editorial charge of the *Post*. At present Mr. Ross is a special writer for the Sunday edition of the *Detroit Tribune*.

Robert F. Paine was born and reared in Cleveland. He is the son of Judge Paine of that city. He began his journalistic career as a reporter. After the *Cleveland Press* was started he secured a position on its reportorial staff and worked his way up until in 1883 he became its editor, a position which he now holds.

E. S. Wright is the managing editor of the *Cleveland Press*, being next in authority to Mr. Paine. He was born in Cleveland in 1862 and received his education in the public schools. Five years ago, after having worked on several papers in Ohio, he became a reporter on the *Cleveland Press*, and was advanced step by step until he reached his present position.

Frederick W. Kellogg is in charge of the advertising department of the *Cleveland Press*. He started his newspaper career as a carrier of the *Press* in 1878. In 1887 he went to Detroit to look after the advertising of the *De-*

troit *News*. In 1894 he returned to Cleveland and has had charge of the advertising department ever since.

Business manager E. W. Osborn, of the *Cleveland Press*, has held that position for eight years. He is also of Cleveland birth. In 1887 he joined the *Press* as business manager and has filled that position capably ever since.

In 1883 John H. Ridenour, a hustling young reporter on the *Post*, was made its managing editor. He held that position until 1888, when he went to New York, and a short time after he purchased the *Flushing (L. I.) Journal*, of which he is editor now. Mr. Ridenour was born in Urbana, O., and is a practical printer.

Lemuel T. Atwood is 43 and was born at Abington, Mass. He studied law and graduated in 1876 from the Law College of Ann Arbor, Mich. In 1882 he located in Newport, Ky., and became a correspondent for the *Penny Paper*. Later he joined the reportorial staff and gradually forged upward until he attained the position he now holds. Mr. Atwood lives in Cincinnati, but spends much of his time at St. Louis and Cleveland.

In September, 1888 George G. Booth became business manager of the *Detroit News*. Later he was given the general management of both the *News* and the *Tribune*. In July, 1892, Mr. Booth purchased the Grand Rapids (Mich.) *Morning Press* and *Evening Leader* and consolidated the papers under the name of the *Evening Press*. The *Chicago Mail* was also purchased by Mr. Booth, June 25, 1895.

Michael J. Dee was born in County Tipperary, Ireland, on Christmas morning, 1844. When he was two years old the family came to Detroit. His first employment was as a compositor. Mr. Dee, soon after the starting of the *News*, entered its service in the editorial department. He served as a reporter, city editor, editorial writer, managing editor and then again and finally as editorial writer. He largely molded the policy and methods of the *News* and is recognized as the most famous editorial writer in Michigan.

Patrick C. Baker went to the tripod from the case. He learned to "stick type" in Flint, Mich. In 1881 he became foreman of the *News* composing room. Some bright work as a writer which Mr. Baker did for the

News while foremen led, seven years ago, to his transfer from the composing room to the editorial room and to his employment at once as managing editor of the *News*, a position which he still holds.

When James E. Scripps started the *News* his advertising contractor was W. H. Brearley, one of the most successful advertising men Detroit ever knew. Mr. Brearley remained advertising manager of the *News* for fourteen years till 1887, when he left the *News* to start the *Detroit Evening Journal*. Of this latter paper he was general manager till 1892, when he removed to New York City, where he now is editor and publisher of the *Spirit of '76*. The American Newspaper Publishers' Association was Mr. Brearley's greatest work.

General Morton L. Hawkins was born in Cincinnati in 1843. His newspaper career began on the Cincinnati *Star*. He served as city editor of the *Star* and the *Inquirer* and as editor of the *Telegram*. He was appointed Police Commissioner and later was Adjutant General of Ohio under Governor James E. Campbell, resigning the latter position in 1890 to become editor of the *St. Louis Chronicle*, holding that position until the early part of 1894.

Editor Charles F. Mosher, of the Cincinnati *Post*, was born twenty-eight years ago in Page County, Ia. In 1890 he was given a position as reporter on the Cincinnati *Post*. Soon after he became its city editor and then managing editor under Mr. Atwood. When the latter was advanced Mr. Mosher followed, stepping into the office he now occupies.

George A. Gohen, managing editor of the *Post*, was born and brought up in Cincinnati. His first reportorial work began on the *Post* ten years ago. He left the paper for awhile, but returned four years ago and was advanced gradually to his present position, having filled in succession the positions of telegraph editor, sporting editor and city editor. Mr. Gohen is 28 years old.

Assistant Business Manager Chas. J. Stein, of the Cincinnati *Post*, is 31 years old. He was born and reared in Cincinnati. In 1884 he entered the business office of the Cincinnati *Post* as advertising clerk and collector. He became superintendent of circulation Jan. 1, 1886, which position he held

until Jan. 1, '94, when he was promoted to his present office.

W. P. Campbell now occupies the position of assistant managing editor of the *St. Louis Chronicle*. He was born in Maysville, Ky., in 1869. His first work for the Scripps papers was as Kentucky legislative correspondent for the Cincinnati *Post* and he was the first editor of the *Kentucky Post*; afterward became managing editor of the Cincinnati *Post*.

E. H. Wells, editor of the *Kentucky Post*, is a native of Toledo, Ohio. Mr. Wells has published several papers of his own. He became well known through his expeditions to Alaska, Central America and elsewhere in the interest of the Scripps papers. In January, 1894, he succeeded Mr. Campbell.

George A. Shives is editor of the *St. Louis Chronicle*. He was born in Wooster, Ohio, in 1864, and completed a college course at the University of Wooster in 1887. He started in journalism during his college course as Wooster correspondent of Cincinnati, Pittsburg and Cleveland dailies. He was called to Cincinnati by the *Post* in July, 1887, and advanced until he became its managing editor, succeeding L. T. Atwood. This position he held until the fall of 1893, at which time he was transferred to St. Louis as managing editor of the *Chronicle*, succeeding General Hawkins as editor-in-chief the following January.

Business Manager Herbert M. Young, of the *St. Louis Chronicle*, is thirty, and was born in Keokuk, Ia. His career on the *St. Louis Chronicle* dates back to 1883, when he became manager of the newsboys' department. From there he was transferred to the advertising department. After a short time he was transferred to the mailing department. In May of 1889 he was promoted to the position of business manager.

A. L. Calvert is, and has been from its beginning, business manager of the *Kentucky Post*. In Covington Mr. Calvert is on his native heath. He was born in 1867, and has lived there ever since. He was two years on the advertising staff of the Cincinnati *Post*.

W. A. Carpenter is managing editor of the *St. Louis Chronicle*. He became a newspaper publisher at sixteen at North Cohocton, N. Y. (his birth-place, thirty-eight years ago). He has held responsible editorial positions in

Buffalo, Port Huron, Mich., St. Louis and New York City. He has held nearly every editorial position on the *St. Louis Chronicle* up to the present one.

AN API SIMILE.

The chances are that a one-time advertisement, or a very small advertisement, will not pay. It is only continuous, persistent effort, an effort that is strong enough to make an impression, that will be found adequately profitable.

Once in a while a one-time advertisement on a special occasion will bring good results, but not one time in a hundred, unless the advertiser has been fairly well advertised in the community before.

If the pier of a bridge is to be built in the middle of a river, the builders commence by sinking stones for a foundation. If they dropped the first stone and quit because they could not see it, the pier would never be built.

If they dropped a dozen stones, one on top of the other, and quit before the pile was big enough to stick out of the water, they would lose their time and the stones.

But if they go on, put in a good solid foundation and build up from that, they will in time raise a pier that will be strong and permanent, and that will hold up a useful and necessary bridge.

It is just so with advertising. The first ads you drop in only serve as a foundation—they do not serve as anything if you do not drop in enough of them—but if you keep on piling one on top of the other, in the end you will have a pier which will sustain the bridge of business all the rest of your life.

The water of competition will waste away some of the stones and they will have to be replaced, but once the pier is built, the repairs will not be very expensive.—*Evening Report, Lebanon, Pa.*

TACT.

This is something that every merchant should possess. A knowledge of people, a knowledge of how to handle people and how to cater to all their little peculiarities, is necessary in business. Sugar catches more flies than vinegar. This is rather a homely saying, but it is true not only in fly catching, but in trade catching. Merchants of pleasant disposition who use diplomacy and those who can be agreeable to their customers are much more successful than those of an overbearing nature who try to command attention. In nearly every instance you will find it is the merchant who has the most tact that wins the most trade; not only tact in his personal business relations with his customers, but tact in his advertisements, tact in the way he handles his employees.

Personality is very often swallowed up in the larger stores, as far as the customer is concerned. But that idea shows itself still more strongly in the way the business of the house is carried on, and the way the business is conducted is largely the result of the manner in which the employees are treated. The proprietor who has tact enough to know how to procure the best service from his employees is the one who is going to get the most money from the pockets of the public. Try to win the confidence of every one with whom you are surrounded. You will find that this is not only the most pleasant way of doing business, but is more likely to be profitable.—*Dry Goods Chronicle.*

PRINTERS' INK will take the starch out of any business that lags or drags.—*James R. Long.*

It is better to do a little advertising well than to do a great amount of it poorly.—*Results.*

THE advertisements in a newspaper are more full of knowledge in respect to what is going on in a State or community than the editorial columns are.—*Henry Ward Beecher.*

GOOD advertising creates a demand for new things. It widens the market for old ones. It induces consumers to go down into their pockets, and start cash in circulation. The vital point is to have the advertising good.—*B. M. Moses.*

Displayed Advertisements

50 cents a line; \$10 a page; 95 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**WISCONSIN/ AGRICULTURIST,
RACINE, WIS.**

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

EVERY PRINTER

CAN DO FINE
Embossing
upon the ordi-

nary PRINTING PRESS. Send for Specimens. Sanders Engraving Co., St. Louis, Mo.



Under date of October 4, 1893, Mr. W. B. Inglee, manager of the Whitehall, N. Y., *Chronicle*, says: "I know of a case where the Ripans Tabules have 'done wonders.' Actually saved a man's life. Given up by all the doctors. Told to get ready to die. Had the worst form of dyspepsia. Couldn't retain any food on his stomach. Wasted away to nothing but skin and bones."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

TRUTH'S SLATE

T
R
U
T
H

I am told that Printers Ink reaches 20,000 Advertisers?

I printed 1,000 Copies of the **STORY** announced on **TRUTH'S** Slate last week NOT ONE HALF of the Edition has been called for—as yet. I am willing to print 19,000 copies more.

EVERY ADVERTISER SHOULD HAVE IT.

ADDRESS
H. C. BURDICK
PUBLISHER, **TRUTH**
2013 BROADWAY, NEW YORK.

A COPY FREE FOR THE ASKING.

T
R
U
T
H

Brightest of Weeklies

...The
Jackson (Mich.)
Patriot.

Morning Patriot.

Established 1870. Circulation, 3,022.

Evening Patriot.

Established 1884. Circulation 2,200.

Twice-a-Week Patriot.

Established 1844. Circulation, 3,000.

Leaders in Their Field.

For any information as to advertising,
address,

H. D. La Coste,
38 Park Row,
New York.



New England
..Magazine..

Devoted to the interests
of New England People,
consequently read in all
parts of the United States.

WARREN F. KELLOGG,

PUBLISHER,

BOSTON.

FRANK E. MORRISON, Special Agt.,

Temple Court, N. Y. Boyce Bldg, Chicago.

The Clouds
Drop Fatness

The
Dull
Times
Are Over.

The
National Tribune
Pays.

That is why the best advertisers have
used it for years.

Over 100,000 every issue.

No live business man will fail to adver-
tise this fall.

Address **THE NATIONAL TRIBUNE,**
Washington, D. C.

Or **BYRON ANDREWS,**
Manager Branch Office,
World Bldg., New York City.

JOHNSTON'S TALK.

TO some advertisers it seems
strange that they should pay
me to put their advertise-
ment in type and furnish an
electro when the papers which get the
order will do it for nothing.

But this is one instance where pay-
ing for something you can get done for
nothing does prove profitable.

The advertisements that I put in
type will stand out over the heads of
others in any company.

I know just enough more about the
printing business than the other fellow
does to make it to your advantage to
come to me.

No matter who writes your adver-
tisements, booklets or circulars, it will
pay you to have me do the printing.

What do you think of the typeset-
ting in the ads in **PRINTERS' INK**?

Compare them with your own in the
local paper. Write to me about it.

Address **WM. JOHNSTON, Manager**
Printers' Ink Press, 10 Spruce street,
New York,

9 Out of 10 Times

The advertiser who will use but one evening paper in Kansas City will, nine times out of ten, act wisely in selecting **THE WORLD**. Representative Houses in all lines of business are its largest advertisers. No other paper in Kansas City carries as many columns of daily advertising. No other paper rivals in fetching results. That's why people say that

**IF YOU PUT IT IN THE
WORLD IT WINS.**

CHICAGO OFFICE:
562 Chamber of Commerce.

NEW YORK OFFICE:
12, 13, 14 Tribune Building.

A. Frank Richardson, Special Rep.

THE WORLD,
L. V. ASHBAUGH, Manager.
KANSAS CITY, MO.

It is Impossible

To cover West Virginia and Eastern Ohio unless you use the advertising columns of the

Wheeling (W. Va.) ...News

Rates very cheap as compared with the service you receive and

Guarantees

A larger total circulation in above territory than any other paper.

Rates or any other information cheerfully furnished by

C. E. ELLIS, Special Representative,
517 and 518 Temple Court,
New York City.

...The State...

Richmond,
Va.

Is the Representative Evening Newspaper of...

**VIRGINIA,
WEST VIRGINIA,
SOUTH AND
NORTH CAROLINA.**



The leading advertisers of the United States patronize **THE STATE**. It is recognized everywhere as a valuable medium. Information as to rates of

H. D. La Coste,
38 Park Row,
New York.

**Special
Newspaper
Representative.**

Not Often, but—

The great Texas State Fair, at Dallas, Texas, opens October 19th and continues fifteen days. An attendance of between two and three hundred thousand is certain.

It is not often that Texas Farm and Ranch gets out Special editions, but then—

When it does, it excels

The issue of October 19th will contain thirty-six pages, with original articles by the best writers, handsomely illustrated in colored covers, beautifully designed and elegantly printed.

50,000 copies will be printed—the extra 15,000 for free distribution from Texas Farm and Ranch building on the Fair Grounds. Advertising rates will not be increased for this splendid issue, and if you fail to use it, you will miss a great opportunity of putting your business prominently before the best reading and buying citizens of this section.

Copy must be in hand not later than October 12th.

Address,

Texas Farm and Ranch,

DALLAS, TEXAS.

J. C. Bush, Manager New York Office,

47 Times Building.

New York City.

Many advertisers are at this time compiling the lists of papers they will use in 1896.

Has your paper been brought to their attention in a manner that will insure consideration of its merits?

You should advertise in **PRINTERS' INK.**

PRINTERS' INK can bring your announcement quickly to the notice of every advertiser and secure consideration.

An advertisement inserted now will catch the advertiser's eye at the right time without intruding.

WRITE US. ADDRESS,

PRINTERS' INK, 20 SPRUCE ST., NEW YORK.

**Doubt
There
Can
Be
No
Doubt
About
The
Peterson
Magazine
It
Pays
Advertisers**



Penfield Pub. Co.

109-111 Fifth Ave.,

New York.



FRANK E. MORRISON,

Special Agent,

300 Temple Court,

New York.

The....

Southern Farmer,

Athens, Ga.

The leading agricultural publication, and having the largest circulation of any paper of its class in the South.

It thoroughly covers the country south of the Ohio River, and is read by the best people in that great territory.

No advertiser, who omits this paper in placing his business, can hope to reach the people. Advertising rates very low. Address

**THE SOUTHERN FARMER,
ATHENS, GA.**

532,054

The Official Census gives this as the Membership of the . . .

Protestant Episcopal Church in America.

The flower of this army of Church people will meet in Triennial Convention at Minneapolis during the three weeks beginning October 2, 1895.

**71 Bishops
208 Clergymen
208 Laymen**

The authorized representatives of the Church, and its highest judicial body, will consider grave questions of Church polity. The interest of the Church will be centered to an unusual degree upon Minneapolis during those three weeks.

The Church Standard

Of October 5, 12, 19, 26, and November 2, will contain full and accurate reports of the proceedings of the Convention. Past experience tells us these numbers will have a very wide circulation—of more than usual value to advertisers, as they will be preserved and frequently referred to during the next three years. Shrewd advertisers who wish to reach so large a number of Church people at our regular rate should write us at once.

**THE CHURCH STANDARD CO.,
112 N. 12th Street, PHILADELPHIA, PA.**

..You Have Noticed..

what our clients have to say
respecting

HARRISBURG

TELEGRAM.

Are you content? If not will publish more testimonials or prove by letter to your ENTIRE SATISFACTION, the relative value of our advertising columns. For further information write

C. E. ELLIS,

Manager Eastern Office,

517-518 Temple Court, New York.

Try Illinois.

The C. N. U. STANDARD LIST of 103 papers in Illinois practically covers one of the best advertising districts of the United States.

STANDARD NEWSPAPER UNION,

CHICAGO, ILL.

103 Papers in Illinois.

Guaranteed Circulation of 100,000 Copies Every Week.

Pop. of Town.	Name of Town.	Name of Paper.	When Estab-lish'd.	Pop. of Town.	Name of Town.	Name of Paper.	When Estab-lish'd.
1,574	Abingdon	Argus	1882	1,869	Mason City	Independent	1869
2,380	Aledo, C. H.	Democrat	1880	979	McHenry	Plaindealer	1875
2,560	Astoria	Argus	1880	4,285	Mendota	Bulletin	1862
2,322	Barry	Adage	1871	1,999	Milford	Herald	1876
1,595	Baylis	Guide	1890	3,398	Minonk	News	1878
4,832	Belvidere	Northwestern	1866	1,545	Momence	Press	1887
1,988	Bethany	Echo	1888	2,977	Mt. Carroll, C. H.	Daily Democrat	1893
20,484	Bloomington, C. H.	Lancet	1886	2,540	Mound City, C. H.	Republican	1893
2,521	Blue Island	Standard	1876	3,880	Murphysboro, C. H.	Daily Indep.	1891
1,589	Brimfield	News	1879	2,145	Onarga	Leader and Review	1870
2,339	Buda	Plain Dealer	1887	1,080	Oquawka, C. H.	Democrat	1889
851	Cabery	Enquirer	1882	1,951	Oregon, C. K.	Reporter	1851
1,826	Cambridge, C. H.	Chronicle	1858	1,455	Paw Paw	Times	1878
3,599	Carbondale	Republican	1890	3,559	Paxton, C. H.	Register	1875
860	Carpentersville	News	1893	1,196	Pecatonica	News	1872
1,654	Carthage, C. H.	Gazette	1865	6,537	Pekin, C. H.	Tribune	1887
	Carthage, C. H.	Journal	1868	5,883	Peru	News-Herald	1860
822	Cerro Gordo	New Era	1896	3,270	Pittsfield, C. H.	Banner	1887
5,430	Charleston, C. H.	Herald	1875	2,728	Piano	News	1872
2,232	Chebanse	Herald	1868	4,066	Pontiac, C. H.	Leader	1893
	Chicago	Conservator	1878	4,491	Princeton, C. H.	News	1881
2,505	Colchester	Independent	1873		Princeton, C. H.	Tribune	1872
17,086	Danville, C. H.	Sentinel	1890	12,000	Pulman	Journal	1890
2,140	Delavan	Advertiser	1868	33,313	Quincy, C. H.	Sunday Optic	1885
3,876	Dundee	Hawkeye	1890		Quincy, C. H.	Saturday Review	1872
2,174	Dwight	Star and Herald	1866	2,391	Rantoul	News	1890
2,451	Elmwood	Gazette	1874		Rantoul	Press	1873
	Elmwood	Messenger	1874	2,990	Robinson, C. H.	Argus	1862
1,058	Earlville	Leader	1880	13,631	Rock Island, C. H.	Rk Islander	1854
1,367	Farmer City	Sun	1893	21,584	Rockford, C. H.	People's Jour.	1894
1,591	Forrest	Rambler	1888	8,445	Savanna	Journal	1885
2,217	Forreston	Herald	1875	1,849	Saybrook	Independent	1875
6,593	Galena, C. H.	News-Democrat	1892	5,419	Shelbyville, C. H.	Daily Union	1887
15,264	Galesburg, C. H.	Watch Tower	1891		Shelbyville, C. H.	Weekly Union	1863
3,142	Galva	News	1878	1,770	Sheldon	Journal	1880
4,069	Geneseo	News	1874	1,352	Stockton	Herald	1888
2,997	Gibson City	Daily Enterprise	1890	14,629	Streator	Sunday Siftings	1892
	Gibson City	Enterprise	1883		Streator	Tribune	1889
2,051	Gilman	Star	1868	3,840	Sullivan, C. H.	News	1884
2,129	Hamilton	Press	1867	4,038	Taylorville, C. H.	Democrat	1888
3,510	Havana, C. H.	Democrat	1849	2,517	Toulon, C. H.	Sentinel	1879
	Havana	Press	1891	2,781	Turner	Democrat	1888
1,609	Homer	Enterprise	1877	3,201	Tuscola, C. H.	Review	1875
3,719	Hoopeston	Daily Chronicle	1881	2,088	Virdeu	Reporter	1879
	Hoopeston	Chronicle	1872	1,368	Walnut	Leader	1892
5,998	Kewanee	Independent	1870	1,587	Warren	Sentinel	1857
2,677	Knoxville	Republican	1856	1,181	Warrensburg	Enterprise	1890
1,865	La Harpe	Quill	1892	3,216	Warsaw	Pilot	1889
2,869	Lena	Star	1866	2,958	Washington	News	1876
3,116	Lewistown, C. H.	News	1875	1,898	Wenona	Index	1865
850	Libertyville	Independent	1892	1,116	Wyoming	Post-Herald	1872
2,084	Maroa	News	1871				

These papers have a LARGE CIRCULATION, a good reputation and are nearly all OLD-ESTABLISHED and INFLUENTIAL.

They reach 500,000 readers every week, at a cost of only 50 cents per agate line. (No extras).

Orders received direct, or through any reliable agency.

CHICAGO NEWSPAPER UNION,

93 S. Jefferson St., Chicago, Ill.

10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticized freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

In looking through the pages of PRINTERS' INK I am struck forcibly with the fact that no one advertiser in ten is using his space to the best advantage. What a lot of nerve it does take to say that to men who are in the advertising business, and who derive their incomes from it! Nevertheless, I think it is true.

In the October 2d issue I find that same draggled Omaha *Bee* making its same old mark. I find the statement made that it thoroughly covers its field. And this statement is followed up by some other inaccuracies, with which Mr. Richardson certainly cannot expect to convince the advertisers with whom he has been so eminently successful. The ad says, "Not a farmhouse or a hamlet in the great State of Nebraska in which the weekly is not read."

I haven't looked up the figures, but I should think I was safe in saying that there were more than 35,000 farmhouses in Nebraska. That is the total circulation of the *Weekly Bee*.

I really believe the ad would make a better impression if it didn't contain anything but the name of the paper, its "known circulation," and the name and addresses of its able representative.

On the page opposite is one of the best ads that I have ever seen for a newspaper. It is that of the Washington *Star*, and I reproduce it on next column.

The only possible criticism is that it doesn't tell in so many figures the actual circulation of the *Star*. The ad tells just what an advertiser in Washington would like to know. It tells just how much of its territory it covers, and how much it will cost to cover it. It tells, in plain language, the standing of the *Star's* circulation, as compared with that of the other Washington papers. It makes a proposition that will surely appeal to any man who thinks of advertising in Washington.

It is right straight to the point. There are no generalities in it at all. If the paper "goes into 82½ per cent of all the occupied houses," it ought to be a pretty good paper for advertisers to get into. It makes a tangible statement, and tells the advertiser exactly what he is getting and where he is getting it. To be sure, the *Bee* ad does the same thing, but it tries to spread a circulation of 35,000 for the weekly all over Nebraska, Iowa, Kansas, Missouri and the Dakotas. Now, the chances are that that circulation is pretty thick in Nebraska, and mighty

**More Circulation
And Less Than Half
Their Rate.**

The circulation of the Washington Star and Star is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

Covers the city of Washington completely. It goes to 2400 per copy at all the principal houses. It charges but 20¢ extra per line for space lines to be used within one year.

G. B. Thompson,
New York Representative,
The Boston Building,
1717

thin in the other States; and its claim would be stronger if it confined it to the State of Nebraska.

I have been talking about the *Bee* ad, simply because it happens to be opposite to that of the *Star*. Pretty much the same criticism could be made of a number of other ads.

On another page Mr. Ellis advertises the *St. Paul Globe*. It is a nice, clean looking ad, is well written, and reads smoothly; but it doesn't really tell anything that an advertiser wants to know about the paper.

On another page Mr. Ellis talks about the Vickery & Hill list in a way that carries conviction.

On the page following, the Chicago *Dispatch* uses \$100 worth of space ap-

parently for the sake of making a very amusing pun. It makes a statement that every general advertiser and newspaper man in the country must know is inaccurate. It is open to question that the Chicago *Dispatch* is read by the most people in the territory it covers. This territory is presumably the same as that reached by the other Chicago newspapers; and the newspaper directories do not give the *Dispatch* the largest circulation in Chicago. It is possible for it to be the best paying medium, without having the largest circulation, and if this statement were made, nobody could prove that it wasn't true. But, to say—in effect, at least—that it is read by more people than any other paper published in Chicago is a mistake.

There's a good point in Mr. Beckwith's ad of the Denver *Republican* on page 58. The character of a newspaper is certainly interesting to prospective advertisers; but why leave out a statement of the circulation? That is about the first thing a general advertiser wants to know.

On page 40 is an advertisement of the Dayton *Times-News*. It is a plain, dignified statement that tells about everything an advertiser would want to know, except the rate. I don't see why rates should not be published, if a paper really has any real rates. They don't do it, for some reason or other—even the papers that everybody knows have a fixed and inflexible rate do not put it out in cold type.

The *Sunday School Times* is remarkable for the plainness of its ads, and yet it doesn't give the actual figures of its rates.

The ad of the Pittsburg *Times*, page 8, has a lot of superfluous information. If a paper really has 60,000 circulation, advertisers are willing to take it for granted that they have a press capacity great enough to produce this circulation. They don't care whether it is printed on Hoe presses or Scott presses. I don't suppose it would make very much difference to the advertiser, or to the value of the advertisement, if the paper were printed on flat bed presses, just so long as they printed 60,000 papers, and got them out in time.

On the opposite page is an ad from the Kansas City *Star*, that comes pretty near covering the whole ground. The only addition I would suggest

would be a small rate card. Then the story would be complete.

The point of all this talk is that newspaper publishers and advertising men generally are supposed to know the value of advertising. From their standpoint, all advertising space is valuable, and should have careful and constant attention. If a man's ads do not pay, they tell him that the space is worth all that he pays for it, but that he didn't handle it in the right way, and didn't put the right things into it. They tell him that he ought to consider his advertising first and foremost; that he ought to be careful about what he puts into the space, and give time and thought and study to it. All this is undoubtedly, emphatically, positively true; but example is a much stronger argument than precept.

I hope that the papers, and their representatives, to whom I have called particular attention, will take my talk in the spirit in which it is meant. I know from a wonderfully profitable experience that the pages of PRINTERS' INK are worth more than they cost. I know that the right sort of advertising published in them will bring results. I know that any acceptable proposition made in the pages of PRINTERS' INK will find ready and large acceptance. The first dollar I ever paid for space in PRINTERS' INK brought me five dollars in return. The returns since then have been very much greater in proportion. I believe that newspaper space can be advertised in PRINTERS' INK so that returns will be direct and profitable. I believe that there is very little of the space used by newspapers in PRINTERS' INK that is directly profitable. This is not the fault of the space, but simply and solely the fault of the matter that is put into it. This is true, not because the men who use the space have not the ability or the knowledge necessary to write such matter, but because they are busy with other things. I know, for instance, that Mr. Beckwith made an effort some time ago to get rid of the details of writing his own advertisements. He believed that he was not getting the right sort of matter into the ads, and his other important duties made it impossible for him personally to attend to it. I have no doubt that other special agents and publishers as well are situated in just the same way. I would suggest that these gentlemen investigate the efficiency of the twelve

or thirteen advertisement writers who are represented every week under the classification of "Advertisement Constructors." Surely among the lot there are some who can write the right sort of ads for PRINTERS' INK pages. And I believe that any of them—taken at random—would write better ads than the majority of those which appear in PRINTERS' INK. There are so many of these writers, and their prices vary so much, that publishers ought to be able to get just what they want at just the price they would like to pay.

RETAIL ADVERTISING.

I was talking to the manager of a London advertising agency this last summer, and expressed surprise that the dry goods stores there did not advertise in the daily papers—or, at least, that they did not advertise in any degree as we advertise here. He told me that women wouldn't go after bargains there—that they wouldn't go out of their way to save money—and that distances were great and trade more or less localized.

I made the assertion—and I still believe it true—that a bright advertiser could take hold of the advertising of any big man over there—applying modified American methods—and get returns very much the same as we get them here.

New York advertisers used to say that the Wanamaker style was all right for Philadelphia, but that it wouldn't be any use at all in New York, because people wouldn't read them—wouldn't pay any attention to them—and, if they did read them, they weren't very much good, anyway.

The change in the advertising methods of Hilton, Hughes & Co. have exploded this hide-bound idea. There is no advertising in New York which is paying so well as the advertising of Hilton, Hughes & Co. And I believe that the same sort of advertising would draw crowds in London, just as surely as it draws them in New York, or Philadelphia, or Brownville, or any place else. There isn't a woman in any civilized country on the globe that doesn't hanker after a bargain. There isn't a woman that doesn't want to know store news.

I see in an article published in the *National Advertiser* the statement made that "English ladies very rarely read

the newspapers." Now, perhaps one of the principal reasons is that they don't contain the very news that they value most, the news of the stores. The woman's world of interest is her home. She is the manager of that department of the firm to which she belongs. She is just as much interested in the quotations from day to day as is the stockbroker and the grain dealer in the quotation of the things he is interested in. She is just as much interested in making a success of her end of the partnership as her husband is in making a success of his end. She has a more or less certain amount of money to do certain things with. She wants to make that money go as far as possible. She wants to keep up with the ideas and information in house furnishings, in catering, in clothing, in decorations, art, jewelry, music—everything under the shining sun that touches on human needs.

I want to say to you that store news is the most intensely, vitally interesting news that can be put into a daily newspaper; that is the first stuff that a woman goes for when she opens a newspaper; that it gets readers for a paper, and that it is more valuable than any other news that is printed. All this, provided it is news. It must be real news—fresh every day, and served with just as much shrewdness as the editor of a paper displays in his daily news columns.

In the same *National Advertiser* article the statement is made that when a bargain is advertised by circulars, the London women crowd around the store in such great numbers that the doors have to be closed and only a certain number of people let into the store at once. The storekeepers and policemen think that this is necessary to prevent a crush—to prevent accidents, and avoid a panic. With a quickly responsive community, such as this fact gives evidence of, it is just as sure as anything on this earth can be that newspaper advertising would bring phenomenal results. Some day some of our English friends will try this method in a vigorous, rational way, and then the advertisers, and the newspapers of London and England generally, will wake up.

Let us get over the idea that people in one community are so very much different from people in another community. The people in New York, and London, and Philadelphia, and

Toronto, and New Orleans, and San Francisco and Honolulu are all pretty much alike. There are slight differences of condition, but in the main the ideas and incentives that appeal to the people of one town or city will appeal to the people of every other town or city.

* *

Mr. Joseph Jacobs, of Atlanta, Ga., sends me a copy of *The Western Druggist*, containing an address delivered by Mr. Jacobs before the American Pharmaceutical Association, at their last convention in Denver. The title of the address is, "The Practical Side of Training in Our Colleges of Pharmacy." In it Mr. Jacobs says enough to keep any druggist thinking for six months. The article is full of good, practical suggestions, and goes far toward telling how to make a drug store pay. He tells the colleges of pharmacy how to produce clerks that will be really valuable to their employers—how to produce men who will be able to run profitable stores. Among his other remarks are the following:

The clerk who is able to manage the advertising department of a store will certainly receive a larger salary than one who is unable to do this, and it would be an easy matter in the large cities where colleges are situated to have one or more special lectures during the session from such advertising experts as Bates, Fowler, Powers, or one of a dozen others who are known over all the country as expert writers of advertisements. In such lectures not only the method of writing advertisements could be entered into, but also that important little matter of proofreading could be taught.

The idea may be a good one, but I believe that it would be even better to suggest that each college subscribe for as many copies of **PRINTERS' INK** as there are students. That would be a simple way to solve the problem. Lectures on advertising might be a very good thing, but two or three during the year certainly wouldn't amount to very much, and they would cost more than the subscription to **PRINTERS' INK**.

* *

GIBSON CITY, Ill., June 25, 1895.

Mr. Charles Austin Bates, New York:

DEAR SIR—I send you inclosed some samples of ads of my own composition for criticism in your department in **PRINTERS' INK**, if you care to notice them. I am foreman on the paper in which they were printed, and have been getting up ads for this firm for over two years. Now I have to keep it up or they will drop their advertising with us. They never pretend to write an ad for themselves, and they say to us: "If you can't

change our ad every week, you can drop it." The ads are very hurriedly gotten up, not being written at all, but set up from the case at the last moment before going to press.

Yours respectfully, C. E. L.

The advertisements sent are certainly very creditable. They would be better if they were shorter. This is not because they are necessarily too long, but because they seem to be written against space, the idea being to use enough words to fill the space, instead of merely using enough words to give the necessary ideas. The ads are very good, however—exceptionally good. They occupy ten inches, double column, and are set in great primer, old style, with plenty of space between the lines. There is an attractive little illustration in the upper right-hand corner of each one, and the name of the advertiser is in the form of a very legible autograph. The three ads I reproduce will probably be useful to somebody else.

YOUR CLOTHES

—can't look too nice; but they can cost too much, and their selection and purchase can take too much of your time. It is to save you delay and waste of time that we have our Clothing in all the sizes to suit all the shapes and conditions of men, and it is to save you money that we have the price down to the lowest cash basis. As to the fit and appearance, unless you are exceptionally odd-shaped, we can dress you so that your friends won't know you from a tailor-made man. Well-made clothes, too—best materials, firmly sewed, nicely lined, buttons on to stay, etc. Ready-made Clothing is immeasurably better than it used to be. Now is the time for Summer Clothing, and we would like to see you. Remember—little time, little money, entire satisfaction.

IT HURTS

your feelings as well as your feet to get a pair of ill-fitting, badly made Shoes. It also hurts the business of the man who sold them to you—as far as your trade is concerned—and it's liable to hurt your confidence in shoe dealers generally; but it need not. We've been selling Shoes a good while, and we rarely fail to please our customers. This is proven by the fact that we keep selling to the same people over and over again, and of course a person wouldn't come back the second time if he wasn't pleased with his former purchase. We sell all manner of foot-gear for Men, Women and Children, and our customers are as well satisfied with our prices as they are with the quality and style of the goods. Your trade will help us to still further increase our reputation.

YES,

you might go to a tailor if you can't get fitted in ready-made clothes, but it will be expensive for you, it will take a tedious length of time, and you can't more than get fitted, at the most. Now here's what we'll do for you: We'll take your measure, let you make your selection from a bigger line of samples than a country tailor ever carried, and will have your clothes made by a mighty good tailor that we know in Chicago. We will save you dollars in the price, we will get the clothes here in a very short time, and we will guarantee a fit. If the clothes don't fit, you don't pay.

We are furnishing Suits made to order for from \$13.50 up; Trousers from \$3.50 up. We have the cloth in whole pieces for you to select from. We take more orders than all the others put together. Our prices are the lowest and we are doing the business.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Jewelry Store—(By H. B. Howland).

BEAUTY IN SCARF PINS,

As in every other article of jewelry, depends upon having the supervision of artists in the manufacture. No matter what beautiful or precious materials one may use, if the artistic taste is lacking, there will be no beauty in the result.

We have always borne this fact in mind, and the result is that the artistic element enters into even our most inexpensive pieces of jewelry and silverware.

For a Harness Store—(By Wm. Cronin).

**IN
THE
HARNESS!**

A common phrase, but when your horse is in one of our harnesses he has the best that years of successful harness-making experience can give him. Our prices are very low, too. Try us and see.

For Gen's Furnishings—(By W. J. Gray).

**Elasticity Adds
To The Strength**

of a pair of Gent's Suspenders. A pair lacking this quality, no matter how strong in other respects, will, when you assume any other than an upright position, tear the buttons out of your garments, as well as pieces of cloth, and ultimately the Suspenders themselves will break. You'll find elasticity a feature in every pair of Suspenders quoted below:—

*A Suggestion From Herbert Kaufman,
Baltimore, Md.*

WHEN THIS SHIRT FROM THE FACTORY CAME, AT FIRST, WE MARKED IT SO,

79c.

BUT AS WE'RE RATHER PUSHED FOR ROOM, FOR "THIS" IT NOW MUST GO,

49c.

For a Book-Store—(By Eyrych & Co.).

IT'S WRONG TO SAY

"I don't know what to read" when you can find so many good books on our shelves, some of which you may not have read. If you do not know what you want, we may be able to suggest something. The line of novels we have cut from 35c. to 10c. each are nearly all good books. You need not hesitate now to buy one of the 10c. Magazines—there's nothing in this broad land that gives so much for so little, the best writers of the day contributing to them.

For Gloves.

80c. FOR A \$1.25 GLOVE!

beautiful quality—excellent finish—4 large pearl buttons—in Tans, Black, White and Mode.

\$1.09 FOR A \$1.75 GLOVE!

extra fine quality—self and white stitching—new spring shades—all sizes.

For Clothing.

BOIL DOWN

all the boys' clothing "ads" in to-day's paper to the prime facts—and the enormous varieties (?) that are told of will dwindle away to lonely counters and single piles.

We don't need to magnify a stock that is known to be three times the largest.

We don't need to magnify the qualities here. Simply emphasize 'em.

Don't take any notice of price quotations without considering quality. No house on earth can sell cheaper than we do—and give you the satisfaction that you expect—and are entitled to.

For Dry Goods—(By Jas. McMahon).

WHITE GOODS.

White dress fabrics, having won the favor of dressy ones, were never so much sought after; they are popular and desirable, their airy folds of whiteness impart to gowns a degree of simple girlishness most becoming and bewitching. Our assortments are complete.

1 case of CHECKED NAINSOOK,
a 9c. quality, now only . . . **6 1-1c.**

*For Ready-Made Clothing—(By
W. J. Gray).*

**The Fashions
Are Observed**

by the manufacturers of Ready-Made Clothing nowadays, so that the wearer of such garments can be as stylishly-dressed as a fellow-being fitted out in a suit of Made-to-Order clothes—at less expense too. Examine the undernoted list of descriptions and prices:—

For Machine Oil.

"OIL HER UP."

It's the commonest sort of a phrase with the engineer to say, "oil her up."

"She" must be "oiled up" to run right—to run smoothly—evenly—rightly.

So we say oil up the sewing machine, oil up the lawn mower, the bicycle, the baby carriage, the wheelbarrow, anything and everything that's susceptible to oil.

Oil it up.

All oil isn't oil in the right sense. Oil of tar and oil of cinnamon are poor substitutes for machine oil.

☛ We've got

MACHINE OIL,

And it comes in regular oil cans.

The-press-the-bottom-kind.

The cost is nothing. If there's any cost to it it's the trouble of ordering—that's all.

An oil can full of oil for

12 CENTS.

... WE ARE GLAD TO SEE ...

Advertisers Realize

what a good thing they've got in
the advertising columns of

The St. Paul Globe

We are making a lot of estimates
for our most intelligent advertisers,
who have proved for themselves
that the "GLOBE"

IS INDISPENSABLE

if they desire to cover the widest
field in the Northwest for the least
money.

... ARE YOU WITH US ...



C. E. ELLIS, Manager Eastern Office,
517-518 Temple Court,
New York.

Multiply By Two—

The daily circulation of any newspaper published in or for fifty miles around Atlanta, and the amount will not equal the daily issue of

The ATLANTA JOURNAL

Every paper printed has its purchaser. You buy publicity when you advertise in

THE JOURNAL.

HOKE SMITH, President.

F. H. RICHARDSON, Editor.

H. H. CABANISS, Business Manager.



S. C. BECKWITH,

Sole Agent Foreign Advertising.

The Rookery, CHICAGO.

Tribune Building, NEW YORK.

Robert W. Cox, Washington, D. C.

1,054

.. Columns Gain..



*During the year ending
April 1, 1895*

The Mail ***and Express***

NEW YORK

***Gained in
Advertising***

1,054 COLUMNS

**RATE CARDS ON
APPLICATION . . .**

Quick Returns

Are given to all advertisers who use the advertising columns

... AND ...

.... OF

THE DETROIT SUNS

Which shine over all who take advantage of a good thing when they see it. Best and cheapest sensational weeklies in Michigan and surrounding States.

....Are Synonymous



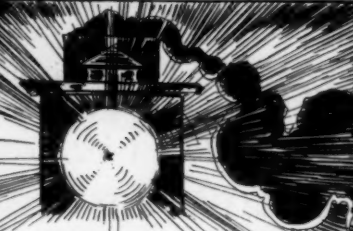
Guaranteed Circulation,

120,000.



C. E. ELLIS, Special Representative,

517 and 518 Temple Court,
New York City. —————



The Best Engineer

keeps his eye always on the track ahead. If he tried to be conductor, baggage man and all, there would soon be a smash. Other departments of your business demand your attention. Better let some one else handle the advertising throttle—preferably

LORD & THOMAS,

*Newspaper and
Magazine Advertising,*

45-49 Randolph Street,
CHICAGO.



THREE GREAT CHARACTERISTICS:
ENTERPRISING,
PATRIOTIC,
RELIABLE.

...The...

Baltimore American

Baltimore, Maryland.

Unsurpassed as an Advertising Medium, and among
 one of the oldest Papers in America,
 being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday, - -	100,000
Daily, - - -	40,000
Twice-a-week, -	45,000

A. FRANK RICHARDSON,

Tribune Building,
 New York.

Chamber of Commerce,
 Chicago.

D. P. BEVANS, Eastern Manager, 165 World Bldg., New York.



Some Men Try Advertising

as the Indian tried feathers.

He took one feather, laid it on the board and slept on it all night. In the morning he remarked: "White man say feathers heap soft; white man d— fool."

You may start in a small way (most of the large advertisers have), but by keeping persistently before the public you cannot fail of success. Never were the farmers so progressive and well-to-do as now, and an article of merit advertised in the

Farm and Fireside

is sure to find plenty of customers among the immense number of people who read its columns regularly.

Guaranteed Circulation 310,000 Copies Each Issue.

New York Farm and Fireside,	-	-	-	30,000
Eastern Edition Farm and Fireside,	-	-	-	125,000
(Does not include New York.)				
Illinois Farm and Fireside,	-	-	-	30,000
Western Edition Farm and Fireside,	-	-	-	125,000
(Does not include Illinois.)				
Total,	-	-	-	310,000

MAST, CROWELL & KIRKPATRICK, Publishers,
SPRINGFIELD, OHIO.

NEW YORK OFFICE, 108 TIMES BUILDING, N. Y.
JOSEPH W. KENNEDY, MANAGER.

The subscription price of
PRINTERS' INK is now \$2.00
a year.



After January 1, 1896, the
subscription price of PRINT-
ERS' INK will be \$5.00 a year.



Subscribers may now pay
for PRINTERS' INK at \$2.00 a
year for as many years as they
choose to cash up in advance.



For \$10.00 any one may
buy a paid-up subscription for
PRINTERS' INK from now to
the end of the century, Jan-
uary 1, 1901.

INCREASE OF THE CAPITAL STOCK

OF THE

Ripans Chemical Company.

STATEMENT OF THE DIRECTORS.

In the year 1891 the undersigned became interested in the manufacture and sale of a proprietary medicine, having acquired a formula said to be in more universal use by practicing physicians than any other. Physicians had already given countenance to the new method of reducing drugs to powders and compressing them into tablets; but no widely advertised proprietary medicine was at that time prepared in accordance with the modern method. To familiarize seventy million people with the name of a new proprietary article necessitated a considerable outlay. To tell the story once on a postal card, addressed to each individual, would require seven hundred thousand dollars for merely the purchase of the cards. Although the article itself was not new, it was necessary to have a new name for it. The new name must be protected by trade-mark or patent, or others would duplicate the goods and take advantage of the demand created. It was found that the initial letters of the ingredients used in compounding the compressed triturations formed a word sufficiently distinctive for trade-mark purposes. The constituents or component parts were rhubarb, ipecac, peppermint, aloes, nux vomica and soda. From the first letters of these words the trade-marked name was therefore composed. It is R-I-P-A-N-S. For the further purpose of perfecting an arbitrary title, a substitute was sought for the word TABLET, commonly used to describe similarly compounded medicines, and it was ascertained by experiment that although no such word as "Tabule" existed, yet whenever the question was asked of any person, "What is a 'tabule'?" the answer would always be prompt: "Why, it must be a tablet." The new proprietary article was therefore named RIPANS TABULES and protected by letters patent.

The modern way of introducing a new proprietary article to public notice is by advertising it in the newspapers. It is an expensive process, when large communities are to be dealt with, and time is a requisite element as well as money. If the article has merit, people who are induced to make trial of it obtain satisfactory results. These are reported to friends, and in this way the demand increases, spreading slowly at first, in the case of standard articles, but in a progressive ratio as time goes on, provided the article is all right and the methods of keeping it before the public, judicious and sustained. This particular article is going through the experiences that have been common with all others. The first year's sales were small, but increased from month to month. The second year's sales were something more than double those of the first year. The third year's sales were more than three times those for the second year, and nearly seven times greater than the first. At the end of July, 1895, the sales for the preceding twelve months were found to have been more than four times those made in the corresponding period next preceding. The sales for July, 1895, were more than nine times greater than for July, 1894. The average monthly sale for the twelve months between August 1, 1894, and August 1, 1895, nearly equaled the total sale for the entire twelve months of 1894. There would appear to be reason for believing that four times the sale for 1894 will be a moderate estimate for the sale in 1895. If this, at the end of the year, should be found to be the case, as the sales for the first half of the year already passed may be said to indicate, then the sales for 1896 are moderately certain to pay a profit over all expenses, including advertising, and in 1897 should produce handsome dividends for the stockholders. Only the same rate of increase already reported will be needed to produce this result.

The Ripans Chemical Company was incorporated under the laws of the State of New York on the 9th day of May, 1892. Its capital of \$100,000 was all paid in, in cash. The method adopted for the introduction of the goods was to take the whole of the United States and Canada as the field, and attempt the cultivation of it all. The sale is every-

where. Texas sales are better than those in Maine; the new State of Washington takes more than Georgia; New York is the largest buyer, but in proportion to population the goods sell better in St. Louis than in Brooklyn; better in San Francisco than in Philadelphia; better in Denver than in Buffalo; but they have some sale at every important point. It has been shown that seven hundred thousand dollars would not suffice to send a mere postal card to every inhabitant of the United States. Even such a method of informing the people could not produce satisfactory results until the goods should be so distributed that they may be obtained at every drug store, wholesale and retail, throughout the land. Newspaper advertising is the modern way of telling to the people the merits of whatever is intended to be sold, and for thirty years the principal officers of this corporation have been intimately conversant with the methods of those who have been successful through the using of advertisements.

These goods—the R-I-P-A-N-S Tabules—have been advertised already to a total gross amount, including contracts now running, of \$477,798.36, and the advertising bills for the first two years and a half have been receipted in full. The only present indebtedness of the Company is for some portion of the advertising already performed on orders issued during the last half of the year 1894, and a considerable proportion of other advertising ordered since the beginning of 1895. The character of the goods is found to be all that was expected or claimed for them. They are for men and women, old and young, are used spring, summer, fall and winter; are equally in demand in warm and cold climates. They do not spoil, sour, ferment, freeze or break. The method of preparation and packing is found to please the public taste and insure safety of transportation and preservation of qualities for an indefinite period. They are light and easily and cheaply transported by mail to greatest distances. The goods are of a class that lead to constant renewals of the demand, inasmuch as they meet frequently recurring needs of old and young at every season and in all climates.

In cases of illness or indisposition, whatever line of treatment is adopted, physicians declare that the condition of the digestive organs has an important bearing, and, as a consequence, in general practice, the ingredients of these Tabules are moderately certain to be prescribed in nearly every case, either alone or in connection with other remedies. What medical men think of the R-I-P-A-N-S Tabules is shown by the opinions of more than four hundred physicians in Boston who were applied to after being furnished with samples. Extracts from these opinions have been published and may be seen on application. What consumers think of their good qualities is indicated by the frequent or continuous use by those who have learned their merits by actual test. A pamphlet containing numerous testimonials from persons who have been benefited by their use may be had on application. The goods are right; the method of putting them up is right. The field is almost limitless, and the plans for covering and cultivating it are sufficiently broad. Standard articles of this kind are not widely successful until after the lapse of a considerable period of time. This is requisite for allowing their good qualities to become known through the commendations of those who are first to become acquainted with them. When once thoroughly established, the demand continues and often increases for a whole generation or more, after any effort to extend the sale has wholly ceased.

Many a resident of New York has had personal knowledge of men who have lived in ease and luxury and died leaving a princely inheritance, the result of a moderate investment in a successful proprietary article, to the management of which no hour of time had ever been given. The trade in every such article is a monopoly. The goods wherever sold, must all come from one point, the owner of the trade-mark, and the price is not subject to fluctuations, but is uniform in times of inflation or depression.

At the last annual meeting of the Ripans Chemical Company—nine hundred and fifteen out of the total of one thousand shares being represented—it was unanimously voted to increase the capital stock to two hundred thousand dollars, for the purpose of providing additional facilities for the judicious extension of the business.

Subscriptions for the new stock will be received at par—one hundred dollars a share. More than one-half of the new stock was subscribed for by the stockholders present at the meeting, and the Treasurer was authorized to receive subscriptions until the unsubscribed stock shall be taken up. A check for 20 per cent of the amount of a subscription must accompany the application on or before November 1st, 1895, and the remaining proportions will be payable as follows:

- 20 per cent on January 1st, 1896.
- 20 per cent on April 1st, 1896.
- 20 per cent on July 1st, 1896.
- 20 per cent on October 1st, 1896.

Subscribers to the new stock of this company will come in on the ground floor; paying no premium for what has been done, no high price for the trade-mark and formula; they will obtain certificates for their subscriptions, identical with those held by the original stockholders, and at the same price, and every cent of the new capital will be devoted to extending and perfecting the business.

OSCAR G. MOSES,	} Directors.
President.	
*GEO. F. ROWELL,	
CHAS. N. KENT,	
Secretary.	
J. R. ROWELL,	
H. M. R. WHITE,	

Correspondence, inquiries or subscriptions may be addressed to either of the above at 10 Spruce Street.

NEW YORK, August 1, 1895.

Corn is King.

395 Million Bushels for 1895

...IN KANSAS...

That

Means

Fat

Hogs,

Fat

Cattle,

Fat

Purses

and a

Rich

Harvest

For

Advertisers

This is the estimated crop for 1895. It means **millions of dollars** to the farmers and people generally.

This money will go into all channels of business and will be a rich harvest for the advertiser.

...The...

Wichita Eagle

is not only the largest DAILY paper in KANSAS, but it is the only paper, both **Daily** and **Weekly**, published in the **Great Corn Belt**.

Advertising Rates made known by addressing

S. C. BECKWITH,

Sole Agent Foreign Advertising,

THE ROOKERY, CHICAGO.

TRIBUNE BUILDING, N. Y.

In Less than Two Hours
The Advertiser Got Results from

The Philadelphia Item

Put in a Two-Line Ad
Seeking to Recover a Gold Chain

RESULTS are what an advertiser wants, and he obtains results QUICKLY AND EMPHATICALLY when he advertises in THE PHILADELPHIA ITEM. Here is another illustration of the widespread circulation, the result obtained showing that THE ITEM goes everywhere and is read by everybody:

Manager The Philadelphia Item—On September 17th I placed a TWO-LINE "AD" in your paper, in the "LOST AND FOUND," seeking to recover a gold chain. IN LESS THAN TWO (2) HOURS from the time THE ITEM appeared on the street, THE CHAIN WAS RETURNED to me.

I heartily recommend THE ITEM to advertisers. IT GOES EVERYWHERE AND IS READ BY EVERYBODY.

You have my best wishes for long continued success.

A. SPILLMAN,
416 Marshall St., Philadelphia.



S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

The Rookery, Chicago.

Tribune Building, New York.

Everybody

Is surprised at the display
and the proportions of our
New Office

POSTAL TELEGRAPH BUILDING,

Main Floor,

253 Broadway, New York.

Real Street Car

And Elevated R. R.

Advertising

IS THERE DISPLAYED. _____

Call in and see us.

CARLETON & KISSAM.

We've Woke Them Up!

WHERE?

Why, in
..... **B**eautiful,
looming,
brooklyn.

AND THE ADVERTISING ON THE

Brooklyn Elevated

.....SHOWS IT!

It's publicity.
It's genuine display.
It's up to date.
It's the kind that pays.

.....JUST LOOK AT IT,

or call in our office,

POSTAL TELEGRAPH BUILDING,

and see samples.

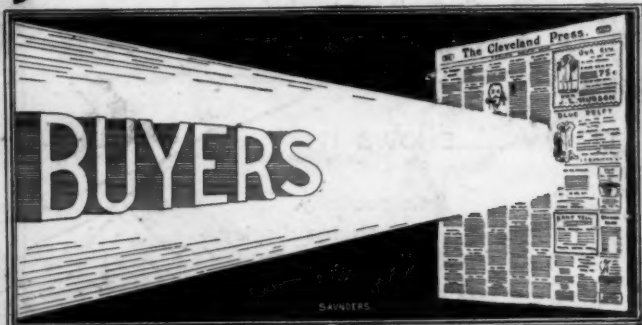
CARLETON & KISSAM,

253 Broadway, New York.

The Modern Searchlight

Used by the successful and Up-to-Date
Merchant

...IS NEWSPAPER
ADVERTISING...



THE CLEVELAND PRESS ~~is~~ the Advertiser's Searchlight
throws its rays into the homes of over **70,000** families
every day, and searches out the
customers from every quarter of
Cleveland and Northern Ohio.
For rates, sample copies, etc., write



E. T. PERRY, Manager,

General Advertising Dept.,

53 Tribune Bldg., 66 Hartford Bldg.,
NEW YORK. CHICAGO.